

# LIFE

## OLD AGE

PART I: LIVING WITH AGED MOTHER

HARRIMAN'S OWN REPORT:

KHRUSHCHEV'S TOUGHEST TALK



JULY 13, 1959





Model J-408. \$4.12 weekly—after small down payment. 36 months to pay.

## Will your stove cook without watching?

1959 General Electric Ranges let you bake, boil, roast, grill... barbecue, too... without being "tied to the stove"!



**Can you dial** the exact temperature you need—and not go back to turn it up or down? New Automatic Unit makes all your pans automatic!



**Can you lift off** the oven door for "no-stretch" oven cleaning? Every General Electric Range has lift-off doors; broiler units pull out; bake units lift up.

**Go ahead—join your guests!** Your new General Electric Range will do the cooking—and the watching—for you!

Appetizers cook on an automatic griddle that maintains the temperature you dial. Little pizzas bake in the Companion Oven—turned on and off by its own timer.

Family-sized Rotisserie in the Master Oven turns the roast slowly, evenly, till it's perfectly browned. Even vegetables need no watching—hi-speed units give *controlled* heat.

Your G-E dealer has a wide assortment of General Electric Ranges in 30- and 40-inch models; with single or double ovens. And General Electric quality is backed by prompt, courteous service by General Electric-trained service experts.



**Your old stove will make a down payment on a new General Electric!**

PRICES START AT **\$149<sup>00</sup>\***

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**GENERAL  ELECTRIC**

Range Dept., General Electric Co., Louisville 1, Ky.



**Can you cook meals** while you're out? Or if you have a timer, is it too complicated to use? This Automatic Oven Timer is as easy to set as a clock!



**Can you cook without smudging pans?** Worry about drafts blowing out a low flame? No open flames on General Electric Ranges... they're clean, safe, fast!



## A Market of Higher Taste.

As we pointed out last week, the Market of the Sixties will be characterized by diversity, not uniformity. It will also be dominated by taste, not necessity. There will be a great increase in the quality as well as the quantity of consumer choices.

There are already many signs of our rising national urge for "the better things" in life:

- # Some 15 million Americans currently spend part of their time in painting, drawing and sculpting.
- # Americans are buying 630 million books a year (including paperbacks and juveniles, but not textbooks), up from 330 million ten years ago.
- # According to the U. S. Office of Education, 35 to 40 million adults are currently "interested" in after-hours study programs, and some nine million are actually enrolled in organized courses.
- # Music industry sources estimate there are 30 million amateur musicians in the country today -- double the pre-war figure.
- # Today there are 42 major American symphony orchestras (vs. 6 in 1905 and 32 in 1956). Counting those in colleges and smaller communities, the total number of symphonies is more than 1,100, of which 275 were formed between 1951 and 1957. There are currently 30,000 orchestras in secondary schools and colleges across the nation.

## Tote that Book, Dig that Gold.

One basic reason for the marked upgrading of taste is the increasing professionalization of the work force -- the new high incidence of white-collars, which we have cited often in this series. The other big factor is the trend towards higher educational levels. There is no question but that formal education is the most powerful single factor in taste improvement. The gains and projections on this front are truly remarkable:

- # In 1960 we will have 51.5 million high school graduates; by 1970, 70.3 million or close to half of the entire U. S. adult population.
- # Next fall, enrollments in U. S. colleges and universities will total some 3.4 million students. In 1970, it is estimated by the U. S. Department of Education, the corresponding group will top 6 million, more than 40% of the number of youths of college age.
- # The number of Americans who have been to college will grow by





about a third during the Sixties. Today some 16,500,000 have been to college for at least a year; by 1970 the figure will be 22 million of whom about 11 million will have graduated.

### Where Will the Educated Dollars Go?

There is a direct relationship between the amount of education and the amount of spending. LIFE's Consumer Expenditure Study showed that households headed by high school graduates, no matter what the income level, spent at least 50% more than households headed by non-graduates.

More education also makes for new differences in spending habits. Education is very much bound up in "status". As we noted last week,



status is marked by an extreme sensitivity to the differences between ways of living based on things other than income and spending power. One of the most marked of these differences involves education directly and implies the exercise of good taste in consumption. It is what FORTUNE describes as the "keeping-down-with-the-Joneses" phenomenon which is not so much a pressure against heavy spending as a pressure to spend money the way educated men are supposed to spend it.

The improvements in consumption tastes show up most strikingly in the public's choice of food and clothes.

# U. S. food preferences are becoming astonishingly sophisticated. One indication: the sale of dry table wines has increased 64% in the last decade.

# No women in the modern world have ever been dressed so tastefully as U. S. women are today. And FORTUNE says it is "precisely because women's clothes can be copied quickly and mass-produced cheaply, that the general level of taste in clothing is high, and still rising ... Mass production and style mutation, far from stifling individual expression, have actually encouraged and enabled the American woman to exercise it to a greater degree."

The American people, with their rapidly rising discretionary income and leisure, seem likely to intensify and accelerate the swings of fashion and fad and to enhance the demand for the uncommon or unusual during the next decade. To large mass producers this means providing more variety in product range. And to the small businessman with a product not geared to the average it will mean a bright future indeed -- assuming skillful application of marketing techniques.

Summing up, the opportunities ahead for all segments of the economy

(continued on back flap)





# Got it!



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## The aged we have with us 14

Sometimes the big picture story that leads off LIFE's news section is so current that it is virtually tomorrow's news. Sometimes there are situations in which there is no dramatic event in any given week. The aged, for instance, have to live with us and themselves every week. The number of people over 65 is increasing explosively. So, LIFE presents a major series on old age and fresh ways of dealing with this problem. Part I: the story of an 80-year-old woman who lives with her son and daughter-in-law.



AGED HANDS

## That Khrushchev interview 33

The toughest talk Khrushchev has directed at the West during the current Berlin crisis is reported in full by Averell Harriman, who tells of the Russian's blunt, brutal threats.



HARRIMAN IN RUSSIA

## King's peasant painter 58

A new appreciation for the painting of Nicolas Poussin provides a chance to display wonderful paintings and tell the story of a peasant who became a painter to a king.



POUSSIN BY POUSSIN

## Ford as revolutionist 94

In present-day light, who led the revolution against 19th Century capitalism? Not Marx but Ford, with high wages, mass production, says R. L. Bruckberger, astute foreign critic.



OBSOLETE CAPITALIST

### COVER

An old man's time-worn hands rest idly on his cane, symbolizing the problem of the aged in the U.S.—the subject of a vital new LIFE series (see pp. 14-25)

### THE WEEK'S EVENTS

Old age: a personal crisis and U.S. problem: with the explosive growth of over-65 population come some fresh approaches. A new LIFE series, Part I: the trials of an 80-year-old mother and a dutiful family. Photographed for LIFE by Cornell Capa

A Look at the World's Week

My alarming interview with Khrushchev, by Averell Harriman. A full report on the Russian's blunt threats to West and an appraisal by Washington experts

### EDITORIALS

Hold the line on steel!  
Europeans on U.S. democracy

### PICTORIAL ESSAYS

Classicist's comeback: modern eyes revalue Poussin's noble art

Seamanship in the locks: on a tough cruise through the seaway, U.S. Navy provides unique spectacle of a fleet in the fields. Photographed for LIFE by Bill Ray and Albert Fenn

### ARTICLES

Still more trouble for ol' Earl Long: out of mental hospital, governor runs into personal feuds and federal agents. By Tom Martin, TIME-LIFE Correspondent

A second U.S. revolution that shook all mankind: an astute foreign critic reappraises Henry Ford's bold innovations. By R. L. Bruckberger

### CLOSE-UP

The top hostess on embassy row: Madame Alphand, wife of the French ambassador to the U.S., charms Washington society

### FASHION

Seaworthy styles for parties afloat: the boating boom brings more dressy togs

### MOVIES

Latest suspense pitch from Hitch in North by Northwest: Alfred Hitchcock explains his art

### PARTY

Monkey Baker's medal party: A.S.P.C.A. awards medal to space survivor

### OTHER DEPARTMENTS

Speaking of Pictures: water skiers from beneath Letters to the Editors

Sequel: twins in bigtime—the Gullisons lose Miss California contest

Miscellany: a filip to flipping a switch

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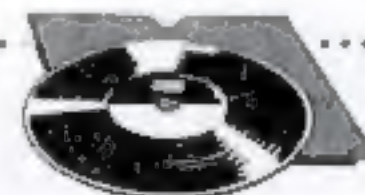


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This One



B12P-5BF-372T



# General Electric Thinline air conditions 2 big bedrooms in Dallas for \$300



**THINLINE AIR  
CONDITIONERS**

Left, below: A 15' x 22' bedroom and a 16' x 19' bedroom stand aloof to Dallas summers, all thanks to one Thinline Air Conditioner—under \$300 including wiring and installation. As these case histories prove, no air conditioning job is too tough for General Electric Thinlines . . .



DALLAS, TEXAS



ATLANTA, GEORGIA



SPRINGFIELD, PENNSYLVANIA

**THE JOB:** Cooling two bedrooms at low cost for their son and visiting grandchildren during the long, blow-torch summers proved simple for Mr. and Mrs. Harry Whitley.

**THE ANSWER:** Both bedrooms—634 square feet—are cooled by the 1½ hp, 14,000 BTU\* General Electric Thinline in son Bob's bedroom. When the Whitleys' two grandchildren visit, the connecting door is left open, so the Thinline floods both rooms with cool air. Says Mrs. Whitley, "My grandchildren have this model at home in Fort Worth, so they're used to being comfortable." Cost: under \$300.

**THE JOB:** Needed air conditioning but didn't want it to show . . . the Caldwell Hollidays' lovely, informal Georgian home might have suffered with air conditioners jutting out all over it.

**THE ANSWER:** A 1½ hp, 14,500 BTU\* General Electric Thinline through the dining room wall is veiled from view outside by foundation planting. It floods the dining room with cool air, joins forces with another air conditioner to cool the 7-room downstairs. A ¼ hp, 115-volt Thinline through the wall in back bedroom cools a 252-square-foot area with 7,800 BTU's\*. The Holliday home is well shaded.

**THE JOB:** To lessen the strain of heat and humidity on a heart patient . . . "Our doctor said that since my wife had two heart attacks, air conditioning might help," states Mr. Stuart Dunlap.

**THE ANSWER:** A 9,000 BTU\* General Electric Custom Thinline cools Mrs. Dunlap's 11' x 17' bedroom, and the air directors shoot cool air out to the adjoining 8' x 10' TV room. Price: \$323.65, including installation. "So we got more cooling than we expected," says Mr. Dunlap. "My wife had to go to the hospital in August and could hardly wait to get back to her air conditioned room."



1. Deluxe Thinline, 9,000 BTU's\*, 230 volts. A 115-volt model has 6,500 BTU's\* on 7.5 amps.  
3. Custom Thinline, 8,500 BTU's\*, 115 volts, 12 amps. 26" wide, 15½" high, 16¾" deep.

2. Super Thinline, 16,000 BTU's\*, 2 hp. A 1½ hp model packs 13,000 BTU's\*. Both 230 volts.

4. Thinette, 6,000 BTU's\*. 7.5 amps, 115 volts. 13" x 13" x 25". You-do-it installation.

5. All-Weather Thinline, 10,000 BTU's\* of cooling; 10,000 BTU's\* of heating.

Easy to afford, General Electric Thinlines are your biggest bargain in comfort. Comfortable terms available through General Electric Credit Corporation or through other reputable financing institutions. Ask your General Electric dealer which Thinline is right for you. General Electric Company, Room Air Conditioner Dept., Louisville 1, Kentucky.

\*Capacities tested and rated in compliance with National Electrical Manufacturers' Assn. Standards C/N 1-1958.

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if you join the Club now—and agree to purchase as few as 5 selections from the more than 150 to be made available during the coming 12 months



1. Night and Day, plus 11 more hits



19. No Other Love, Our Love, 10 more



2. A beloved American classic



13. Broadway's newest smash hit



37. Lovely "musical portrait of nature"



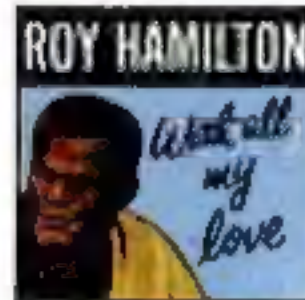
49. That's All Over, One More Ride, etc.



10. Be My Love, Wherever When, etc.



40. "Hallelujah", "Finlandia", etc.



9. Always, Please, Speak Low, 9 more



11. Berlioz' most popular work



22. Organist Cole plays 11 hit tunes



24. 16 selections—STEREO only



26. Brahms' most beloved symphony



39. Also: Sylvia, Coppelia, etc.



31. Solitude, Autumn Leaves, etc.



42. Body and Soul, I Got It Bad, 10 more



51. La Vie en Rose, Black Bottom, etc.



36. The ballet that "rocked the world"



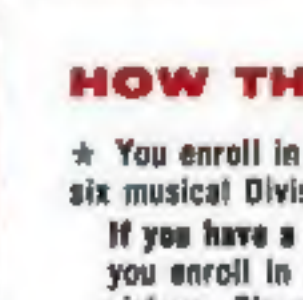
17. Rain, Bidin' My Time, 10 more



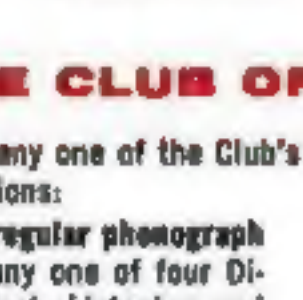
21. Four dashing, fiery rhapsodies



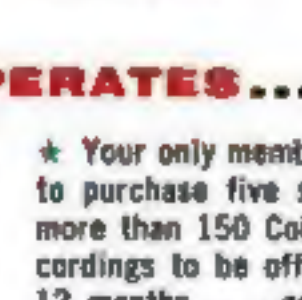
38. "A standout ensemble"—Variety



14. Lady in Red, Small Fry, 10 more



43. Tico-Tico, Brazil, 10 others



45. Tico-Tico, Brazil, 10 others

The Columbia Record Club now makes it possible for you to acquire the world's finest high-fidelity 12" long-playing records—either regular or stereo—at truly tremendous savings!

All 42 of the records shown here are now available in both regular long play and stereo (except No. 24—Listening in Depth—available in stereo only).

If you have a standard phonograph, you may join the Club and receive the regular high-fidelity versions of any 6 of these records... up to a \$29.98 retail value—ALL 6 for only \$3.98!

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Read below how the Club operates, then mail the coupon—without money—to receive the six records of your choice!

#### IMPORTANT NOTE:

Stereo records must be played only on a stereo record player. If you do not now own a stereo phonograph, you can continue to acquire regular long play high-fidelity records with complete confidence that they will always give you thrilling listening pleasure. They will play with true-to-life fidelity on your present phonograph, and will sound even more brilliant on a stereo record player if you purchase one in the future.

#### HOW THE CLUB OPERATES...

\* You enroll in any one of the Club's six musical Divisions:

If you have a regular phonograph you enroll in any one of four Divisions: Classical; Listening and Dancing; Broadway, Movies, Television and Musical Comedies; Jazz. If you own a stereo phonograph you enroll in either one of two stereo Divisions: Stereo Classical or Stereo Popular.

\* Each month the Club's staff of music experts selects outstanding high-fidelity recordings—both regular and stereo—from every field of music. These selections are described in the Club's entertaining Music Magazine, which you receive free each month.

\* You may accept the monthly selection for your Division... take any of the wide variety of other records offered in all Divisions... or take NO record in any particular month.

\* Your only membership obligation is to purchase five selections from the more than 150 Columbia and Epic recordings to be offered in the coming 12 months... and you may discontinue your membership at any time thereafter.

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Terra Haute, Indiana

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(check one box only)

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☐ Jazz

☐ STEREO DIVISIONS  
☐ Stereo Classical  
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City..... STATE.....

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in tar

with  
**MORE**  
taste to it

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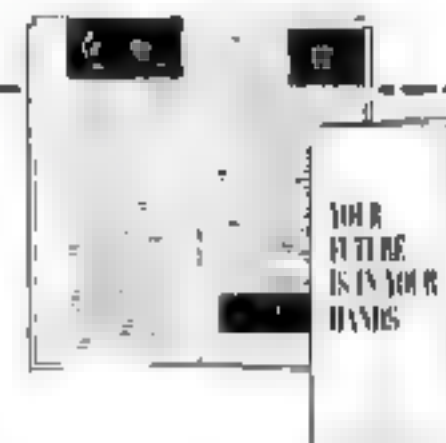
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FISH SWIM UNDISTURBED UNDER WATER SKIER SEEN THROUGH SURFACE ABOVE. THE SKIS THROW OUT SPRAY AND SKID TO ONE SIDE BECAUSE SKIER HAS JUST STARTING UP, TWO SKIERS KEEP ONLY HEADS AND SKI TIPS ABOVE WATER AS BOAT BEGINS TO PULL



AT TOP SPEED SKIS CUT WAKES WHOSE TURBULENCE



# Water Skiers from Beneath

Until last week the strange sights shown on these pages had been seen only by fish and a few adventurous skin divers. Then Photographer Flip Schulke put on an AquaLung, dove down to the bottom of Rainbow Springs in Florida and signaled for the water skiers. Looking headless at the start (*bottom, left*), the skiers traveling at full speed (*left*) become ghostly forms making their wavering way overhead. The skis stand out clear and sharp, slashing the watery roof with wakes which from below look surprisingly the way they look from above. At the end of his second day of picture-taking, a soggy Schulke was just about to come up when a skier came crashing through the roof to produce the spectacular, spangled explosion below.

IN HIGH-SPEED FALL, SKIER LOSES HIS SKIS AND MAKES A BUBBLY UNDERWATER SPLASH



COMPLETED A JUMP ACROSS THE WAKE OF THE TOWING BOAT



CATCHES SUNLIGHT TO MAKE GLOWING PATTERNS ON SURFACE





# LETTERS TO THE EDITORS

## MARGARET BOURKE-WHITE

Sirs:

Thank you and Margaret Bourke-White for her story of her struggle with Parkinson's disease ("Famous Lady's Indomitable Fight," *LIFE*, June 22). Her improvement is a happy thing, and surely well earned. It helps others of us to continue the program of exercise and pills with determination and hope.

PHYLLIS KENDALL

West Springfield, Mass.

Sirs:

Several years ago I had the pleasure of hearing Miss Bourke-White lecture. As I listened I realized that here was a woman of courage, daring and fortitude. Those qualities have certainly stood her in good stead in her valiant fight against Parkinson's disease. What impressed me most in her inspiring account was her indomitable will to be well.

LILLIAN KLINE

Fall River, Mass.

Sirs:

*LIFE* took a courageous stand in projecting the subject of Parkinson's disease in the article on Miss Bourke-White's fight against this medical mystery.

We of the Parkinson's Disease Foundation are distressed at the statement that Parkinson's disease "has never received the extensive study given to other critical ailments."

Thousands of Parkinson's disease victims who have contacted this foundation are aware that we have inspired dedicated scientists to devote themselves to research projects specifically aimed at probing for the cause, prevention and cure of Parkinsonism. To date, we have originated and financially supported 19 scientific research projects and fellowships in major U.S. neurological centers.

FRANK FARRELL  
Executive Vice President

Parkinson's Disease Foundation, Inc.  
New York, N.Y.

Sirs:

Margaret Bourke-White's gripping story of her experiences with Parkinsonism and the operation by Dr. Irving S. Cooper should be a beacon of hope to thousands of persons afflicted with this disease.

The article was especially gratifying to us of the Sister Kenny Foundation which, since 1954, has supported the work of this brilliant neurosurgeon.

MARVIN L. KLINE

Muncie, Minn.

Sirs:

It was my pleasure to meet this exciting, brave woman when we were both patients in St. Barnabas Hospital. She was recovering from her brain operation and I was preparing to undergo the same operation to free myself from a rare disease known as Dystonia Musculorum Deformans. It was necessary for me to undergo the operation again this past April, this time under the very skillful, competent hands of Dr. Nicolas Poloukhine, Dr. Cooper's assistant. At this writing I am progressing very well indeed.

Thank God for Dr. Cooper and his able assistants who are giving people like us a chance to live again normally.

ESTHER LIBBY STEINBERG

Philadelphia, Pa.

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Sirs:

I was very much moved by the splendid article by Margaret Bourke-White. As I read it I wished that Eugene O'Neill had lived long enough to know about this operation. I spent a good deal of time with him while he was suffering from the disease—he had the trembling kind rather than the stiffening you describe.

LAWRENCE LANGNER

New York, N.Y.

## LIFE AT OXFORD

Sirs:

Your article, "The Pleasures of Life at Oxford" (*LIFE*, June 22), gave the impression that all the university's buildings are ancient. A striking exception is the new organic chemistry building (below) which is named for Dyson Perrins, a Queen's College man and president of Lea & Perrins, the sauce-makers. He died in 1958 at the age of 93.

KATE K. KELLER

Idaho Falls, Idaho



NEW OXFORD LABORATORY

Sirs:

My sincere compliments to you and Photographer Mark Kauffman for the beautiful color photographs of Oxford. I spent 16 years there and your article brought back memories of the "Old City."

JOHN V. TILNEY

Fresno, Calif.

Sirs:

The half-warmed fish has arisen in my breast to see what the old tongue twister, Rev. W. A. Spooner, that eccentric Oxford scholar, really looked like. I've enjoyed his spoonerisms for many years and I think the lecturer who addressed beery wenches at a women's college and spoke reverently of "our queer Dean" deserves a picture in your magazine. Particularly since I understand he once greeted an acquaintance with "I remember your name perfectly, but I just can't think of your face."

EDNA T. SMITH

West Redding, Conn.

## ATTORNEY FOR THE DEFENSE

Sirs:

In your story on Lawyer Edward Bennett Williams ("Star Attorney for the Defense," *LIFE*, June 22) you made the statement that Robert Rossen was defended by Williams in his trial for contempt of Congress. Rossen was neither cited nor indicted for contempt of any congressional committee.

CHARLOTTE A. SMITH

New York, N.Y.

● *LIFE* regrets its error. Williams acted as counsel for Rossen in 1953, when the latter appeared as a completely cooperative witness at congressional hearings.—ED.

Sirs:

As you said, most people look askance at the criminal defense attorney, whereas I feel he is doing a very necessary job in his profession. It was a great pleasure to see him get some credit for a change.

RICHARD D. GRAND

Tucson, Ariz.

Sirs:

Men like the ones Williams defends have, by their known acts, forfeited their right to anything but the most elementary justice. That they are still walking around free is a discredit to our courts and to the men like Williams who make it possible.

MARY C. SMART

Bayside, N.Y.

Sirs:

Clarence Darrow never pretended to be saintly. He defended some unsavory individuals, but he managed to formulate a certain philosophy and he fought down the line for it, following his principles often to the brink of professional and financial ruin.

I wonder which of Williams' clients Darrow would have agreed to defend. My guess is all but McCarthy.

CRAIG B. LEMAN, M.D.

Corvallis, Ore.

## SURRENDER IN NICARAGUA

Sirs:

I enjoyed "Correspondents Preside at Surrender in Nicaragua" (*LIFE*, June 22) but I would like to set the record straight.

At 3:00 a.m., this reporter and a photo-journalist from Cuba were taken prisoner by the complete insurgent force of 63 armed rebels in the Chontales mountain-jungle area. The troops argued for some time as to whether to hold us as hostages. Forty-five men decided to surrender and use me as emissary to carry the surrender terms back to the nearest Army command post. The *LIFE* team arrived some dozen hours after I had left. By this time my story had been reported on the CBS television and radio networks.

MARIO BIASETTI

New York, N.Y.

● While Biasetti was the first to hear the rebels' surrender offer, the actual surrender was negotiated by *LIFE's* team.—ED.

## AIR ACADEMY

Sirs:

I'll admit the young lady in the middle of the cover (*LIFE*, June 22) is quite a looker, but it's a pity that the cadets aren't paying more attention to their dates because I can see that they are missing a lot.

SIGMUND SIVK

Lancaster, Texas

Sirs:

A man has to travel a long way to find costumes as garish as those the cadets are wearing at the Air Force Academy. Pleats on the pants, yet. The Academy brass has done a solid job of brainwashing if they can get adults to wear such grotesque garb in public. It would be more appropriate if cadets dressed like men, not fugitives from the M-G-M wardrobe department.

CHARLES E. REICHE

Avon, Conn.

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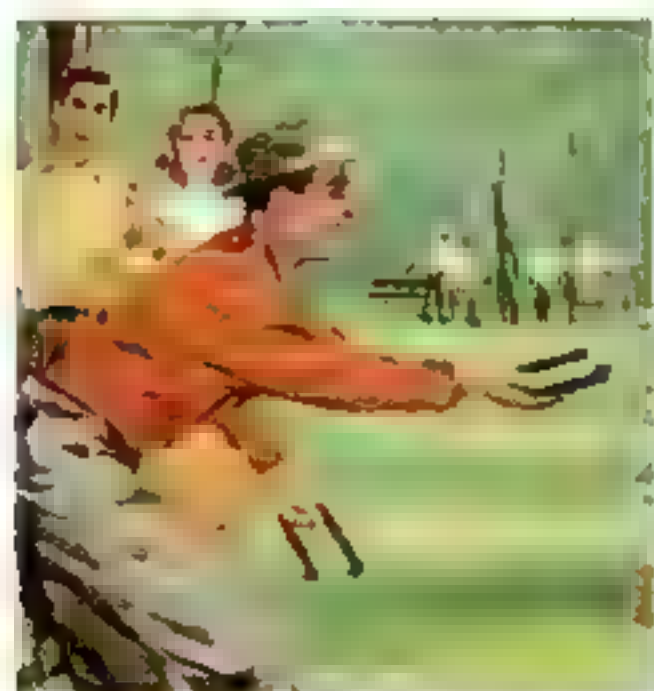
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THE EDITORS OF **LIFE**

# OLD AGE: PERSONAL



**1900**

PEOPLE OVER 65 (DARK FIGURES): 3 MILLION. PROPORTION OF TOTAL POPULATION: 1 OUT OF 25

## WITH THE EXPLOSIVE GROWTH OF OVER-65 POPULATION COME NEW,

The problem of old age—all too greatly ignored—is one of the most urgent and heart-rending of our time. It is as old as human society and so are the attempts to solve it. But the problem has never been so vast or the solutions so inadequate.

Now, in a major four-part series, *LIFE* examines the problem and reports on some hopeful beginnings of a new deal for those over 65. The magnitude of the

problem is summed up in the chart above. Since 1900, with better medical care, life expectancy has increased an average of 20 years. Today there are five times as many aged as in 1900.

The problem of old age comes almost overnight—when a man retires, after a woman's husband dies. The income of three fifths of all the aged is under \$1,000 a year. Most remain in their lifelong

homes, scrimping to the bone. They fear the loss of their precious independence, or the loneliness of a furnished room, or the illness that can leave them in a nursing home or even a state hospital.

A crisis for the individual, old age is also a national problem, involving huge outlays of money. It will grow as an economic factor with more demands for aid to a group forced to be unproductive.



PRESENT A NEW SERIES

# CRISIS, U.S. PROBLEM



## USEFUL APPROACHES

LIFE's series which will appear in successive issues, will show fresh attempts to make the aged more content, independent, useful. It will describe new programs for medical rehabilitation and happy personal solutions to the problems.

The first of the series, on the following pages, comes down to the individual level: the difficulties that beset one family with an aged mother living in the house.

**1959**

PEOPLE OVER 65: 15.4 MILLION. PROPORTION OF TOTAL POPULATION: 1 OUT OF 11





"George, he's the best of them,  
but he's between two women."

Kiss from son, leaving for job as night foreman at paint factory, is taken for granted by his mother. He spends much of daytime helping around the house.

## IN A DUTIFUL FAMILY TRIALS WITH MOTHER

In the pinched, wise face of 80-year-old Annie Mahaffey and in her querulous words, "They're all going to miss me when I'm dead," lie all the anguish of an aged person trapped in a sad, familiar drama of old age. The drama has also enmeshed the young—her son George, her daughter-in-law Mary, their seven children—as it has most of the three million other U.S. families who have aged parents in their homes.

Annie Mahaffey lives in George's six-room house in Philadelphia—loving the family and loved by it, resenting it and being often resented. A widow since 1940, Annie had taken George and Mary into her house when they were married 16 years ago. Soon their growing family forced them into larger quarters, finally into a housing development where Annie lived in a separate apartment. After two years—the only two years George and Mary have had to themselves—the development was

razed. Annie could not look after herself any more. "She had nobody else to live with, and not enough money," explains George, who is a quiet, hard-working man of 42. So George and Mary took her back in with them.

Annie virtually never leaves the house for fear of falling sick away from home. Her days are spent in just two rooms—her own retreat upstairs and the family's tiny downstairs living area which is divided by a short partition into a parlor, dining alcove and kitchen. Strategically placed at the end of the partition is Annie's easy chair. She finds endless pretexts—the mail, the milkman, the telephone calls that seldom come—to sit there hour after hour where there is no danger of being left out or ignored. Here, she can keep track of the active household. "I watch and listen," says Annie—whose comments are quoted with these pictures—as she sits at her post (next page).



"They're all going to miss me  
when I'm dead and gone."





Seeking respect and sympathy, Annie bends close to granddaughter Mary. Annie "tells of her misfortunes. Annie's first husband, a fireman, was killed when his horse-drawn fire wagon collided with a train. The fireman, also a fireman, died

of a heart attack. Her second husband, a foreman in a gas works, died of heart disease. "Maybe when it's too late somebody will take pity on me," says Annie. "Every night I wash my feet before I go to sleep because I may not wake up."



OLD AGE CONTINUED







"Because I'm 80 years old,  
nobody wants to listen to me.  
I have nobody to talk to."





**"I'm not against the woman,  
but I'm never alone with George"**

Enjoying a favorite topic, Annie reminisces after breakfast about George's childhood and claps her son affectionately on the head while Mary sits silently.



**"I have very good eyes and ears;  
I don't miss very much"**

Keeping track, Annie sits in her personal easy chair and listens to Mary in the dining alcove singing while she feeds Francis, age 1. Diane, 4, watches.



**"There's no peace at all here . . .  
just no peace at all"**

After Jackie, 12, ignores commands to stop bouncing ball, Annie angrily seizes it. Mary Anne, 7, tries to grab it back. Diane aims toy gun at light bulb.

**"I'm a no-kissing, no-hugging  
type, but I'm an old hand at this"**

Tending Francis, Annie juggles rubber lamb. Until a recent illness, she helped with housework. Now she just cooks her own food, cleans her own room.





## A CONSTANT TUMULT FROM THE KIDS

Often in old age the sense of helplessness and uselessness turns inward, killing the will to live. Or it turns outward to a testy struggle against the world. Annie Mahafey has chosen to struggle. And her understanding son and daughter-in-law find reassurance in her fighting stance, knowing that a dimming of her spark would mean an approach of the end.

The Mahafey children, four boys and three girls, aged 1 to 12 years, have become the focus of Annie's struggle. She feels they compete with her for importance in the family and that they reflect her the peace she feels she needs.

They swarm noisily through the house, bringing in their friends, leaving the outside doors open, helping themselves at the icebox, bouncing balls on the floor, deviling Annie or else ignoring her. Though Annie complains about the excitement, she also craves it. She loves the children and courts their affection. They always wind up sharing her one indulgence: bizarre foods like crabs, mushrooms, rice, eels. The children can also count on a constant supply of candy and occasional 25¢ pieces, the payment for running her errands to the store. To them "Gram" is transparently a pushover.

Annie's ancient nerves snap easily and she shunts the blame to the children's parents.

"If only George would use the strap to make them leave me alone," she says. When the tumult or the disobedience becomes unbearable, she often takes action herself. She did this over a trifling piece of mischief by Jackie, who is both her favorite grandchild and her chief tormentor. When she finally appealed for help to her daughter-in-law, Mary told Jackie to behave. But then she turned back to Annie with a what-do-you-expect-they're-only-kids remark which brought the tearful scene on the next pages.



OLD AGE CONTINUED



"I'm just as independent  
as I was before. But when I get hurt I cry . . .  
I can't hold anything in."





"I know I have a bad temper,  
but I only tell them how I would do it.  
Can't I open my mouth?"

CONTINUED

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# REVERIES, SAD MOMENTS



**"I been sick so much . . ."**

Annie takes comfort in her heart pills and in the keepsakes of her old life. On the desk is a picture of her late son. While wearing his hat and a uniform.

While Mary talks on the phone to her own mother, there is, as always, the presence of Annie, missing nothing. The only privacy Mary and George have is when Annie retreats upstairs to her own room. There she dreams of the days when she had her own home. It gives her a feeling of independence, bolstered by the fact that with her \$42.00 a month old-age assistance she is no financial burden.

Between Annie and 37-year-old Mary lies an unbridged gulf: the gulf separating a bygone, rigid way and today's tolerant life. "I don't want to tell her how to run her family, but . . ." says Annie. Says Mary, "I'm so busy and she's always finding fault."

But Mary's mildness helps her to hold her tongue most of the time. Despite her hardships, Mary still can say, her eyes glistening,

"You know, I'm the envy of every girl on the block because of George: the way he is toward me and the children." There is no thought of sending Annie to a home for the aged. "George would not do it and I would not want him to," says Mary. "It would break his heart."



**"My house had no stairs"**

After finding the peace of her own room upstairs too lonely, Annie struggles courageously down the stairs to get back into the task of family activity.



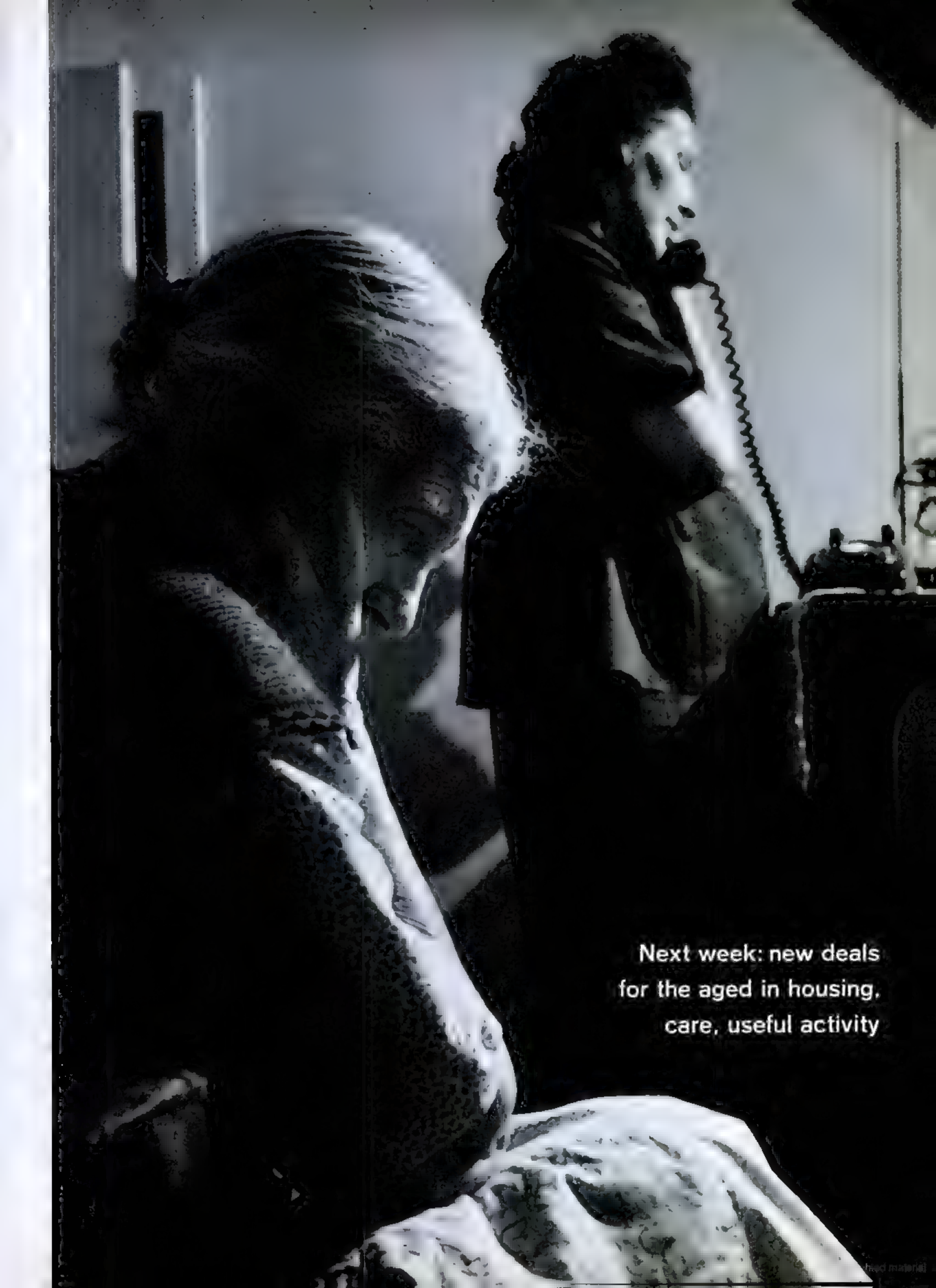
**"I just sit and think how I had it"**

Surrounded by the prized furniture from her old home, Annie sits reading in the sanctuary of her immaculately kept room. Nobody can come in without her permission, and sometimes she even barricades the door against the children.

**"To live too long is a nuisance"**

In the evening Annie sits in her easy chair, while Mary, who is pregnant, talks long and fondly on the telephone to her own 61-year-old mother who lives alone. At such times Annie, who is hungry for love, feels utterly sad and alone.





Next week: new deals  
for the aged in housing,  
care, useful activity







# A LOOK AT THE WORLD'S WEEK



## TRAGEDY UNDER A TRESTLE

Flames licked at freight cars and a wooden train trestle at Meldrim, Ga. after a derailment had turned a riverside recreation area (left) into an inferno. Gas from upset butane tank cars ignited, spreading a sheet of fire over picnickers and bathers and killing 22 of them.

## ← SOVIET SHOW-STOPPER

The extravagant Soviet exhibition that opened in New York stresses Russia's cultural and scientific achievements. But the show-stopper is a pretty model, Tamara Mungashudinova, who winds up a fashion show parading past spectators who reach out for flowers she hands them.

## HARD PULL ON LONG TOUR →

Pumping up a hill in Lessines, Belgium, an army of cyclists gets a hand-waving welcome on an early leg of the Tour de France. The around-the-country race, one of Europe's biggest sports events, covers 2,700 miles, will be seen by 11 million people before ending July 18.





# HOLD THE LINE ON STEEL!

Our nation this week faces a showdown on a domestic issue of crucial importance to the battle against inflation. The showdown is in steel. The issue is whether the vicious spiral of wage-and-price inflation is to be checked or whether a new wave is to be set in action.

The United Steelworkers Union, which deferred a strike for two weeks at the President's request, seems nevertheless determined to strike unless the industry makes some wage concessions. Industry spokesmen say they are equally as determined to resist any increase in their costs. Furthermore, they say no wage increase can be made without a further price increase.

As we see it, there are four possible outcomes to this struggle in steel:

► A small wage increase *without* a rise in prices. Such a raise, if held within the limits of productivity gains, would not be inflationary.

► A wage increase with a price increase. This would be inflationary and would set off a shock wave of price rises, all over the economy, with further shrinking of the dollar's value.

► A cut in steel prices to justify holding the wage line entirely. We have urged this in the past. We still think it would be a mark of statesmanship and would win wide public support to the industry's position. The British industry has just cut prices 2%. The U.S. industry is complaining loudly about the inroads of foreign competition. Why not meet it with more competition? The industry, however, seems determined not to cut prices.

► No wage increase and no price increase either. The union says it won't stand for the first.

Of these four possibilities the likeliest, unfortunately, is a wage raise larger than is justified, accompanied by another hike in prices. This would repeat the dreary pattern of Big Business-

Big Labor collusion which has already contributed so much to inflation. The most likely outcome of a strike, if past patterns are repeated, is the sham of a vacation at the consumers' expense—a quick strike, with a quick yielding of a raise, with a quick sequence of jacked-up prices to keep the profit level rising.

A steel strike could even have a medicinal effect on the economy if the industry really were determined to hold both the price and wage line. Despite current wildcat strikes by a few, most steelworkers do not have their hearts in this battle, since poll after poll has shown their main concern is a stable income rather than higher hourly rates; they too have grown fed up with illusory raises which are canceled out by price rises. The time is indeed ripe for some important changes in union philosophy, away from wage battles whose gains are self-defeating and toward stabler production and employment.

Of the possible solutions we have outlined, the least harmful of the more feasible ones would be a small raise *without* a price rise. Great technological advances and new processes in the industry have been yielding rapid gains in productivity. U.S. Steel's profits, which have risen from \$3 a share to an estimated more than \$7 since 1953, indicate there is room to pass on some of these productivity gains, if not to the consumer, then to labor, without price increases. Since other industries have already raised wages slightly for 1959, the steelworkers can scarcely be expected to settle for nothing. But the big need is for both the industry and the union to consider the public interest as well as their selfish ones. For as steel goes, so goes inflation—and inflation has got to be checked. Let the steel companies and the unions know how you feel. After all, it's your dollar—your pension, savings, insurance and the security of your old age—which are at stake.

## EUROPEANS ON U.S. DEMOCRACY

We heartily recommend the book, *Image of America*, by R. L. Bruckberger of which a sample can be read on pages 94-106. He is one of the few Europeans since Tocqueville who has grasped the reasons why American democracy is different and has been able to transcend the socialist arguments that still roil so much of Europe. In a concluding "Letter to Americans" he reminds us that our Declaration of Independence, which has guided us to the solution of so many domestic problems, was written for all men everywhere and that our task now is to extend it "to all nations and all races." Amen! And yet we offer a warning reflection or two on some of Bruckberger's ideas.

Henry Ford was certainly one of the great American revolutionaries, as Bruckberger says; but the \$5 day was not the only turning point in the long development of democratic capitalism. Each decade has made its contribution to the "permanent revolution" which is our quest for life, liberty and happiness. Some historians might argue that Eli Whitney (interchangeable parts) made a more important discovery for mass production than Henry Ford, or that the Wagner Act did more than the Clayton Anti-Trust Act to upset Ricardo's "Iron Law" (that wages must always hover around the level of mere subsistence).

Moreover, even though we have buried Ricardo, American democracy has not repealed the whole body of classical economics. Human labor may not be a "commodity" in law, but wages are sure as hell still a cost of production, just as are bank loans or lumber or freight. No economic theory can annul the importance to our future of the current steel wage negotiations (see above). American capitalism did not get where it is by ignoring cost accounting.

Bruckberger holds it against us that we still call our system

"capitalism," which Marxist propaganda has given an ineradicably evil connotation. Maybe so; yet American democracy has not eliminated the capitalist. It has simply multiplied his numbers and humanized his function. And even with 12½ million stockholders in the U.S. (LIFE, June 22) the process has by no means gone as far as it can and should.

Finally, we doubt whether the mere desire for continuous prosperity will suffice to keep our "permanent revolution" going. Bruckberger leaves the impression that Americans have solved the economic problem just by trying to. This overlooks a drive in the American character which is not materialistic at all, though it has oblique material effects. This drive came partly from our Calvinist tradition, which made hard work a duty and success a sign of God's favor. A similar though less simplistic motive prompts a lot of American effort still.

Perhaps the commonest European misunderstanding of America is to think that because ours is a secular political system, religious motives are irrelevant to our achievements. Jacques Maritain (in his *Reflections on America*) is one European who does not make this mistake. He sees reasons for calling the U.S. "the only country of the West in which society is conceived as being basically a religious society." He is also aware that this conception may be fading among us, and that a more explicit belief in its own reasons for existing and striving is one of the chief needs of American society today. Maritain hopes America is a propitious soil for the birth of a new Christendom. Be that as it may, it is only because we have been part of old Christendom, and have taken our variegated and unforced faiths seriously, that America has been able to bring the "permanent revolution" to the degree of success that Bruckberger so generously admires.





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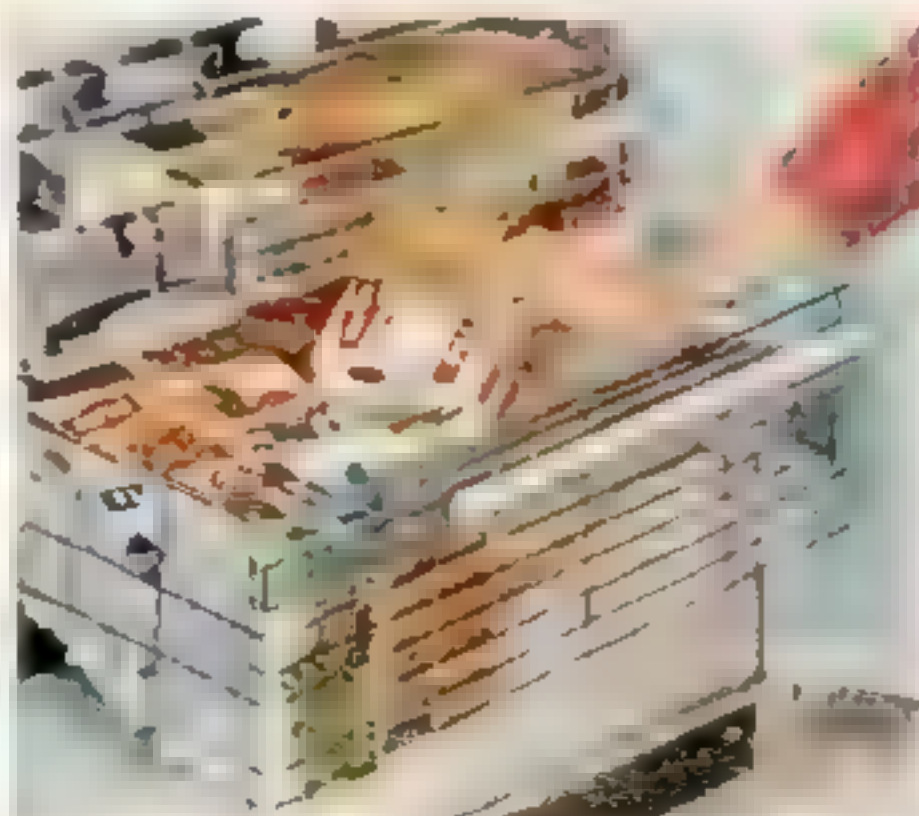


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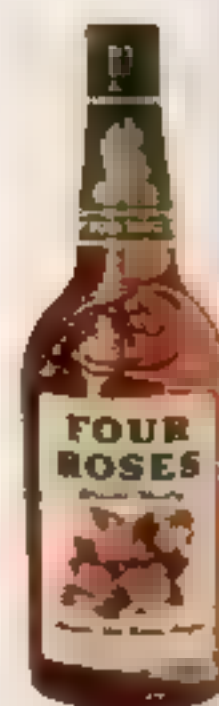




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AS HARRIMAN ENTERS THE PREMIER'S OFFICE IN THE KREMLIN FOR THE FIRST OF HIS SEVERAL INTERVIEWS, KHRUSHCHEV EXTENDS HIS HAND IN GREETING

# MY ALARMING INTERVIEW WITH KHRUSHCHEV

by AVERELL HARRIMAN

*Last week, fragmentary newspaper reports from Washington told with alarm of brusque, threatening remarks made by Russia's Premier Nikita Khrushchev in an interview with former New York Governor Averell Harriman. Here, in a report written specially for LIFE, Mr. Harriman himself gives the full story of Khrushchev and his bullying demands.*

**W**HEN the Western foreign ministers reassemble at Geneva on July 13, they will find Mr. Gromyko just as inflexible and stubborn about Berlin as when they adjourned two weeks ago. That is what Nikita Khrushchev told me in blunt and brutal language during my two long talks with him in Moscow at the end of June.

The talks began in the Kremlin on June 23 and were continued during the drive to a *dacha* in the country for dinner. There we were joined by Anastas Mikoyan, the premier's principal assistant for foreign trade, and Deputy Premier Frol Kozlov, now visiting the U.S., who evidently enjoys Khrushchev's special confidence. Since Kozlov is 14 years Khrushchev's junior, it seems to me that he is in line for a particularly prominent role in the future. Foreign Minister Andrei Gromyko was also present, but Khrushchev made it abundantly clear that Gromyko is nothing more than a mouth-piece. While Gromyko sat silent and glum at the foot of the table, Khrushchev said, "Gromyko only says what we tell him to. At the next Geneva meeting he will repeat what he has already told you. If he doesn't, we'll fire him and get someone who does."

As a private person with no official status, I was careful to avoid raising any current diplomatic issues. But Khrushchev insisted on giving me his views in detail, not only on Berlin and German reunification but on all other outstanding international problems from the Middle East to Formosa.

The state of war with the Germans, he said, was an anachronism and must be terminated. The Western powers, he claimed, had recognized the West German Federal Republic in contravention of wartime agreements. If we would not agree to a settlement in Berlin, he would act unilaterally and would terminate our rights himself.

"Your generals," he said, "talk of maintaining your position in Berlin with force. That is bluff." Khrushchev spoke with angry emphasis. "If you send in tanks, they will burn and make no mistake about it. If you want war, you can have it, but remember it will be your war. Our rockets will fly automatically," he added, and his colleagues around the table chorused the word "automatically."

I exclaimed that his attitude not only was dangerous but revealed a deep ignorance of the American position. Despite their other differences, the Republican and Democratic parties were united behind President Eisenhower in his determination to defend the two million West Berliners.

Khrushchev retorted that he was aware that the leaders of both parties in America supported Eisenhower. But, he said, the workers did not. His repeated references to the American "working class"





**AT FORMAL INTERVIEW** in Kremlin, Harriman and aide Charles Thayer, face Khrushchev and a Soviet official, Yuri Zhukov. In foreground is interpreter.



**IN PLAYFUL MOMENT** at the dacha the premier displays a hedgehog he has just picked up to Kozlov (center), Mikoyan and Harriman (stooping) and Zhukov.

## INTERVIEW WITH KHRUSHCHEV CONTINUED

which, he maintained, had no voice in political affairs illustrates only one of the many misconceptions the Russian premier entertains concerning the United States.

Then Khrushchev assumed a less threatening air. "We are prepared to give you every reasonable guarantee that the people of West Berlin can retain whatever structure they desire. We are prepared to have these guarantees supervised either by one or more neutral countries or by the United Nations," he said. His arguments did not convince me that his proposals provided adequate safeguards against West Berlin's eventual absorption by Eastern Germany.

The Soviet Union, he went on, has no desire to take over West Berlin. "What are a mere two million people to us with our bloc of 800 million?" he asked contemptuously. If the Soviet Union were to take over West Berlin, it would only have to feed the people. "We prefer to let you feed them," he said.

As for the Western troops in Berlin, he said he was ready to let them stay for a short time, even though he could not understand why we wanted to keep them there. "In the event of fighting they would be swallowed up in a single gulp." But he insisted that he would not agree to have any more Western troops enter Berlin, and those that are there must leave eventually. "These days of the occupation," he said, "are gone forever."

Turning to the problem of Germany as a whole, Khrushchev said he strongly doubted that any of the great powers sincerely wanted reunification. "You can rest assured," he said, "that I will agree to no reunification which does not provide for a socialist [meaning Communist] system. I am equally sure that you do not want a reunification that does not provide for your form of political system." It was obvious to him, therefore, that there could be no agreement on reunification at this time. Hence there was nothing to do but settle the Berlin issue by ending the occupation status and making peace with the two Germans.

Opening up on Chancellor Adenauer, Khrushchev said he would never accept him as a representative of Germany. When he charged that Adenauer was "the most unpopular man in Germany," I could not refrain from replying that the West Germans had been given frequent opportunities to express their estimate of him at the polls. The East German Premier Grotewohl, on the contrary, had not lived a single free election. "Your views and mine on free elections," Khrushchev retorted contemptuously, "are hardly identical." He also made it clear that he had a low opinion of American elections as an expression of the will of the "working classes."

Earlier in the day, during our drive from the Kremlin to the dacha, Khrushchev had suggested that former U.S. Ambassador George Kennan, in the radio lectures he gave a year and a half ago in London, had expressed a number of interesting ideas, some of which coincided with his own and, he added, should be in the American interest as well. In particular, Kennan's proposals for a gradual withdrawal of troops so as to reduce tensions was, he thought, a good one. I asked whether Khrushchev was prepared to withdraw his troops from eastern Europe. He replied, "Under certain conditions, yes." But he refrained from specifying what those conditions were, and I gathered from his silence that he hardly thought them acceptable enough at the present time to warrant his outlining them.

Bringing up the subject of disarmament, Khrushchev said he was in favor of the strictest controls and inspection to ensure that disarmament is carried out. He said he would even be willing to accept Eisenhower's proposals for aerial inspection, although in view of the

existence of American bases around the globe, this was patently unfair to the Soviets. But he would not agree to aerial inspections as a first step. Before that, an agreement must be reached on nuclear disarmament, especially on the discontinuance of testing.

Khrushchev argued that the Berlin and disarmament problems are the only serious outstanding issues of today. If the German problem were settled, he intimated, other problems would find easy solutions. He denied repeatedly that the Soviets had any pretensions in the rest of the world, but it was evident throughout our talks that he believed that Communism, as a superior social order, would one day inherit the globe.

He said Americans charged that the Soviets had designs on the Arab countries. But what did the Mideast produce that the Soviet Union might covet? Cotton? The Soviets produced their own and better cotton. Oil? The Soviets had more than enough. "Do you want to buy some?" he asked facetiously.

As for India, some people charged that the Soviets were interested in taking over that country. India, Khrushchev said, had too many problems of its own. He added enigmatically that the Indian food problem could be solved by the Indians themselves if they were willing to cut down their jungles and cultivate them.

With regard to the Far East, Khrushchev said a French politician had recently suggested that China was a menace to the Soviet Union. With its exploding population, the Frenchman had claimed, the Chinese would one day overflow into Siberia in search of food. This was ridiculous, Khrushchev asserted. If the Chinese ever needed food, which in view of their present progress seemed unlikely, the Soviet Union would be glad to convert the Siberian wastes into arable land and grow more than enough food to feed the entire Chinese nation.

### A wartime alliance only

**O**N the question of Formosa and Chiang Kai-shek, however, Khrushchev again became heated. It was true, he admitted, that the Soviet Union had agreed with Roosevelt to support Chiang Kai-shek during the war. But that was when the defeat of Japan was the principal allied objective. After the Pacific war was won and another claimant, a Communist, had challenged Chiang, it would have been absurd to expect the Soviet Communists not to support him. The Soviets had loyally fulfilled their obligations to enter the war against Japan at Roosevelt's request. Then the Americans had ignored the Soviets entirely in signing a bilateral peace treaty with Japan.

It was ridiculous, Khrushchev said, to deny Peking's claim to Formosa. Did China belong to Formosa or Formosa to China? Had it not been specifically agreed by the Allies that after the war Formosa, then under Japanese suzerainty, should be returned to China? Why, he asked hotly, did we fail to live up to our commitment? Perhaps, he said sarcastically, we intended to give Formosa to the Philippines. At all events, he concluded, the Soviet Union stood firmly behind China's claim to the island and, if it came to the use of force, the Soviets would contribute their share.

Despite his forceful and provocative talk, Khrushchev kept full control of himself and after each outburst resumed his calm and friendly attitude, frequently offering toasts to peace and better understanding. He expressed particular admiration for President Roosevelt, saying that if Roosevelt had lived the course of postwar Soviet-American relations might have been different.

The American policy of restricting trade with the Soviet Union, he said, had proved a failure, and he chided me for being among those supporting it. Today, he boasted, the Soviet Union can pro-

CONTINUED



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duce everything it needs. Nevertheless there are some things, such as specialized machinery, which would be cheaper to buy from the United States than to manufacture in Russia.

When I suggested that if there was an agreement on disarmament trade would naturally follow, he rejected the idea. "That sounds to me like a condition," he said. "The Soviet Union will never jeopardize its national security for the privilege of trading with America."

Throughout our talk I could not escape the impression that at least some of his more bellicose threats were mere acting. Khrushchev is a superb actor and obviously enjoys making an impression on his listeners, whether they are peasants he is cajoling into growing more corn or diplomats he is trying to influence. But it would be a grave mistake to believe it is all bluff. The present situation is dangerous, for the Russian premier might well overplay his hand.

It was clear to me that Khrushchev is profoundly ignorant of conditions outside his country, particularly in the United States. This ignorance has, I believe, two bases. First, Khrushchev has little first-hand knowledge of the West. Second, the faith in which Khrushchev has been brought up—and in which he sincerely believes—long ago defined the conditions which must, by virtue of Marx's predictions, prevail in capitalist countries. Soviet officials are, therefore, reluctant to report to Khrushchev any developments that are too much in conflict with the predictions he believes in.

When I compare Khrushchev to his predecessor Stalin, it seems

to me that Khrushchev lacks both the caution and the calculating shrewdness of the old Georgian despot. His frequent outbursts and his brashness contrast sharply with the cold evaluations of Stalin, even though the actions that Stalin took were often ruthless in the extreme.

It seems to me that while the sharpest attention must be paid to his utterances, and his claims must not be underestimated, one must refrain from reacting too sharply to his more flamboyant arrogance.

I also believe that every effort must be made to correct Khrushchev's misconceptions of conditions beyond the Soviet borders, especially in the United States. This will be a most difficult task but perhaps the forthcoming visit of Vice-President Nixon to Moscow will prove useful in enlightening Khrushchev, and so would any trip that Khrushchev might make to the U.S.

Finally, I believe that we should seize every chance to conduct negotiations with Khrushchev himself on any and all levels. Since he alone determines Soviet foreign policy, it is especially important that there be a summit conference in which he can meet the Western leaders face to face. A summit conference is only one method of communication with Khrushchev, but it is an opportunity which should not be missed. In fact, the holding of a summit conference in the United States might not only contribute to more fruitful discussions but would serve the further purpose of opening Khrushchev's eyes to conditions in our country.

## WASHINGTON ANALYZES THE TALKS

At the White House, the Central Intelligence Agency, the State Department and the Pentagon, leading intelligence experts spent last week studying and analyzing the dramatic Khrushchev-Harriman talks. In addition to Governor Harriman's exclusive article for *LIFE*, they had available a series of supplementary notes that he and his interpreter, former U.S. diplomat Charles W. Thayer, had cabled to Washington.

In his report to Washington, Harriman described his meeting with the Russian premier as "terrifying, shocking, worse than Stalin." Although government analysts were unwilling to go that far, they agreed that Khrushchev's words were ominous indeed, "a bit more threatening than ever before."

The experts were certain that Khrushchev was making a calculated effort to frighten the West into taking a much softer position at the foreign ministers' conference in Geneva next week. One expert characterized the performance as "a Soviet attempt to put enough steam in the boiler to force us to make concessions at Geneva. And in this instance Khrushchev is being diabolically clever by voicing through unofficial channels threats which he is free to disown at his pleasure. It represents a most serious situation."

Khrushchev was able to be much more bombastic and threatening with a private citizen such as Harriman than he could have been in an official interview with U.S. Ambassador Llewellyn Thompson. The premier can always claim later that Harriman misunderstood him or that the conversation was really less critical than Harriman reported. But the fact remains that Khrushchev himself brought up the subjects of Berlin and the Far East and urged Harriman to transmit his views to President Eisenhower. (The President is now studying the reports personally.) Furthermore, Khrushchev's talk with

Harriman was not one of the premier's familiar angry tirades. For the most part his mood was confidential and sometimes even genial—perhaps a far more dangerous symptom than uncontrolled abuse.

As far as Berlin is concerned, Washington analysts point out that although Khrushchev's language was strong, he appeared to make only one real change in Russia's official position. This was his statement that if the Western nations insist on continued free access to Berlin across East German territory, it would mean war. The West does insist on free access, and until now Russia's disagreement has been stated in less explicit terms.

Although the focal point of the interview was Berlin, experts believe that—if Harriman and Thayer understood Khrushchev

correctly—the most serious implications lie in the premier's warnings about the Far East.

In their report to the government, Harriman and Thayer quoted Khrushchev as saying that Russia has shipped numerous rockets to Communist China and that these have been planted in the hinterlands behind the coastline. The rockets, Khrushchev said, have adequate range to blast the Chinese Nationalist stronghold of Formosa, and he added arrogantly that Communist strength is now more than adequate to immobilize and, if necessary, destroy the powerful U.S. Seventh Fleet patrolling the Formosa Strait. When and if the Chinese Communists decide to strike from the mainland in an effort to take Formosa, said Khrushchev, Russia will come to their aid with direct military intervention—even if it means war.

This promise to give the Chinese Communists military help in the event that they take the offensive against Formosa is a new and serious development, for the U.S. is pledged, both by treaty and by resolution, to preserve the independence of Formosa.

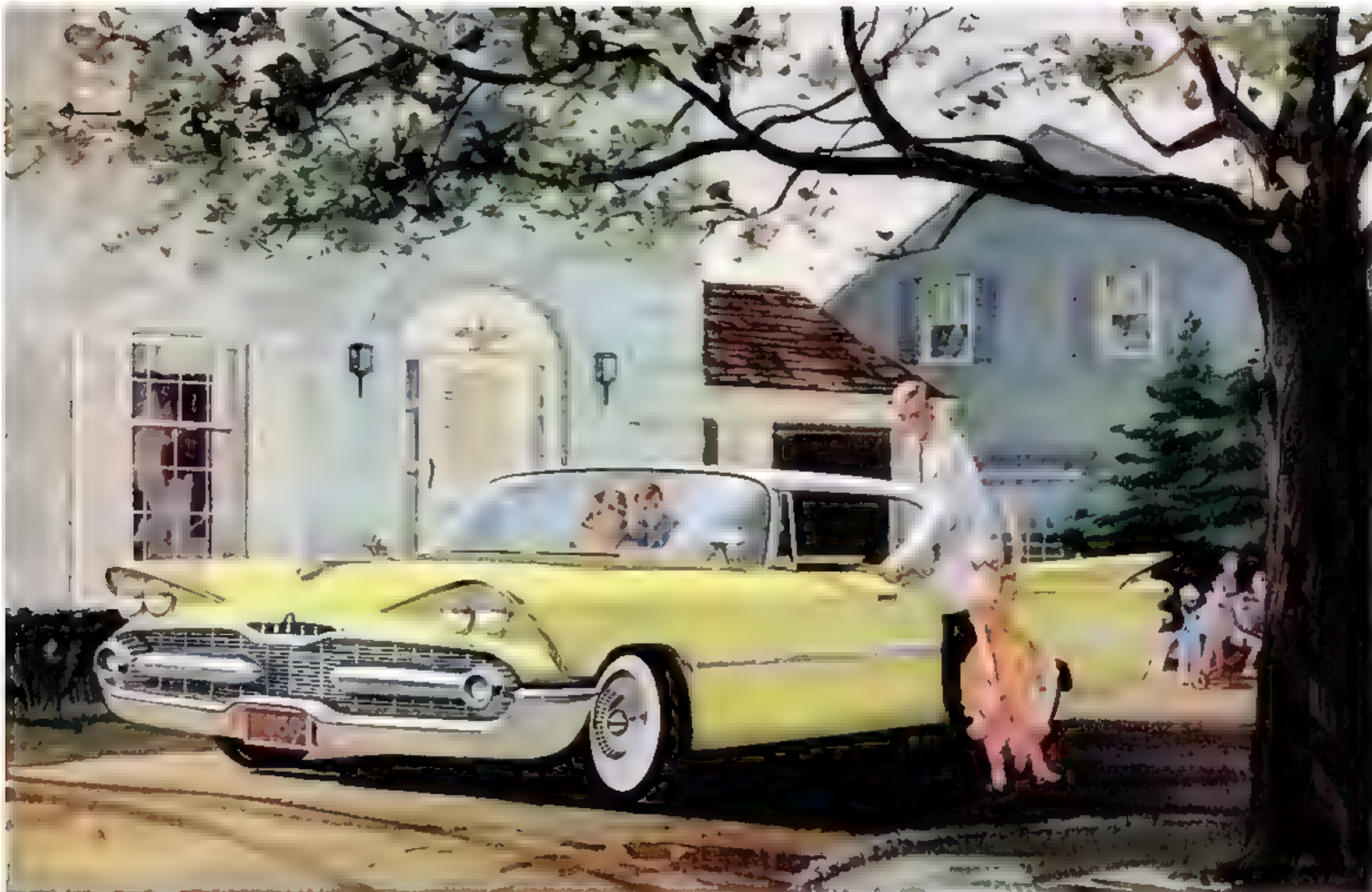
The intelligence summation of Khrushchev's performance is that it must not be taken literally. It is logical for Khrushchev to use the time between rounds of the Geneva conference to unsettle the West. There is no proof that he means exactly what he says, and it is possible that Harriman, who has had no regular dealings with the Kremlin since Stalin's time in 1946, was unduly impressed by the sternness and threatening nature of the current Soviet line. But despite all these reservations, the Washington experts believe that the Harriman-Khrushchev interview is: 1) a serious development, 2) a tightening of the screws against the West, and 3) a danger signal pointing to more stormy relations with Russia.

JOHN L. STEELE  
CHIEF, TIME-LIFE Washington Bureau



GOING OVER NOTES in his Russian hotel room, Harriman reviews the Khrushchev talk. He calls it "terrifying, shocking."





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Then she put in precise pinches of onion and garlic, dark cloves, crisp celery bits and pimento berry spice. She laced this work of art lightly with apple cider vinegar and sweet syrup. Now she added one extra spice: A whisper of Capsicum, the red and yellow chili pepper with the bright skin.

*We follow Grandma's recipe with a strict conscience today.* Sometimes we think we make Snider's too carefully when you tell us your grocer runs out of it too fast. But we won't change the recipe or hurry the cooking. You wouldn't want us to. Neither would Grandma

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*the one extra spice*





THE GULLISON TWINS, PAT (LEFT) AND LEISHA, DOUBLE UP IN A T-SHIRT

## TWINS IN BIGTIME

But Gullisons lose Miss California contest

The twins had started out with a half-joking attempt to confuse local beauty contest judges (LIFE, May 25). But the double and identical charms of Patrecia and Leisha Gullison, 19, won them the title of Miss Palo Alto and qualified them as an unprecedented package entry in the Miss California contest at Santa Cruz. They posed in noncontest style (*above*) and in standard white bathing suits (*next page*), did an interpretive dance, were selected as one of the five finalists.

But in the final round, togetherness proved the twins' undoing. Asked three easy questions, the twins stalled nervously. "We just couldn't organize our thoughts," said Leisha. "We wasted time just looking at each other, seeing who would go first." They finished fifth to Susan Diane Bronson, a blond and singular beauty from San Lorenzo.

CONTINUED

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**APPLAUDING THE QUEEN,** Leisha (left) and Pat, in Miss Palm Alto robes, greet Susan Bronson at bathing beauty ceremony following the finals.



**AWAITING FINAL TEST,** Leisha and Pat listen as quiz mistress Lenora Slaughter prepares to ask them questions in which they made poor showing.

**WITH OTHER RUNNERS-UP, PAT AND LEISHA (RIGHT) HOLD TROPHIES AS THEY POSE FOR FORMAL PORTRAIT WITH NEW MISS CALIFORNIA, SUSAN DIANE BRONSON**







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## The Top Hostess on Embassy Row

AT DIPLOMATIC dinner she turns to Attorney General William Rogers. At left: Chief Justice Earl Warren.

*"If I sit next to important people at dinner, I try to know them better, not by asking about the kind of a day they had but how they reached their job. It is always so fascinating."*

ONE of the smoothest, swiftest stormings of the Washington social citadel has been successfully brought off by a beautiful French woman, Madame Hervé Alphand, wife of the French ambassador to the U.S. In just one year Nicole Alphand has become the top hostess on embassy row and has proved herself almost everything that an embassy hostess should be: charming, intelligent, poised, friendly—and acutely aware of how to help her husband carry out his work. Madame Alphand is also blessed with a freshness that makes her look much younger than her 41 years, and has an abundant *joie de vivre* that sends her through an unending social cycle with spirit and sparkle.

Parisian-born, educated in France and

in England, she became a noted hostess as the wife of Etienne Bunau-Varilla, a wealthy businessman. That marriage was dissolved and she married Ambassador Alphand last year.

When she reached Washington, her husband asked if she would like to rest or begin her new life right away. She would start at once, she decided, and "after three days I didn't feel homesick. In Washington we see politics and diplomacy at the top level. We know about the news at the very beginning, can watch it develop and can try to make it go well. When you feel you are representing your country and that people like you and enjoy what you are doing, then you are twice as happy—first for your country and then for yourself."

ATTRACTIVE hostess, Madame Alphand smiles attentively at a party on embassy terrace.

WITH husband, she arrives for a ball at the Spanish embassy. At left is Mrs. Jean de Bassompierre.



CONTINUED





Who needs a patio, Celeste?  
Carrier can air condition anything

BETTER AIR CONDITIONING FOR EVERYBODY



EVERYWHERE

## TOP HOSTESS CONTINUED



Her children have a morning custom, visiting their mother as she breakfasts from a tray. Philippe is 19, Prisca, 16

*"Every morning at five minutes to nine they come into my room all ready for school. Philippa has the paper and we look at the news. Prisca usually snatches part of my breakfast. They learn a lot when I entertain."*



Her evening dresses are brought out by her maid. She later picked a Balmain gown. Most of her clothes are Dior originals.

*"I buy almost all my clothes from Paris. They have my measurements, so can send designs and pieces of material and let me choose. When I see as many dresses as you have in an American store, it is difficult to make a choice."*



# WIN \$10,000

## IN PEPTO-BISMOL'S

## "FORTUNE IN YOUR FUTURE" CONTEST

*You'll feel like Pepto-Bismol is flooding your home with crisp, new dollar bills!*



*It's fun! It's easy! Win one of these exciting prizes:*

### 1ST PRIZE



### 2ND PRIZE

RCA  
VICTOR  
COLOR  
TV



### 3RD PRIZES

2 RCA  
VICTOR  
Portable  
TV Sets

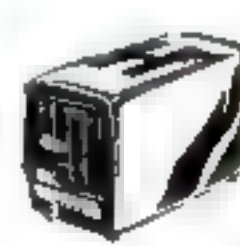


### 4TH PRIZES



### 5TH PRIZES

5  
Automatic  
Toasters



### 6TH PRIZES

15  
Spray Steam  
and Dry  
Irons



### JUST FOLLOW THESE EASY RULES:

**Quick hints to help you win:** Hospital-tested Pepto-Bismol brings lasting relief for upset stomach, indigestion, and that queasy, nauseated feeling. Pepto-Bismol's protective coating action *tranquilizes* the Control Center of your digestive system, bringing lasting relief to both stomach and lower digestive tract—as no soda, alkalizer or 'tummy aid' can.

1. On entry blank from this page, or plain paper, print or plainly write your name and address and your last line for the jingle. (Sample last line: "How fast relief that lasts can be!")

2. Cut "The Norwich Pharmacal Company, Norwich, New York" from base of Pepto-Bismol front label and mail together with your entry to: Pepto-Bismol Contest, P.O. Box 7, Brooklyn 1, New York. Enter as often as you wish. But only one entry in an envelope. Each entry must include "The Norwich Pharmacal Company, Norwich, New York" cut from Pepto-Bismol label. All entries must be postmarked before midnight, September 1, 1959, and received by September 15, 1959.

3. Entries will be judged for originality, rhythm, and aptness of thought. Judges' decision final. Only one prize awarded to any

one person. Duplicate prizes in case of ties. No entries will be returned. Entries, contents and ideas therein belong unqualifiedly to The Norwich Pharmacal Company for any and all purposes. Except for incidental help from family and friends, each entry must be wholly the work of the person in whose name it is submitted and will be disqualified for outside professional or compensated help.

4. Any resident of the Continental United States including Alaska and Hawaii may compete except employees of The Norwich Pharmacal Company, its advertising agencies, and their families. Contest subject to all Federal, State, and Local Government regulations. Winners will be notified by mail. Winners' list will be available on request approximately two months after close of contest.

Take Hospital-Tested

# Pepto-Bismol

...and feel good again!

A Product of Norwich Research

© 1959, The Norwich Pharmacal Company, Norwich, New York



**ENTER TODAY!** Complete jingle, print your name and address, and cut "The Norwich Pharmacal Company, Norwich, New York" from base of Pepto-Bismol front label. Mail to: Pepto-Bismol Contest, P.O. Box 7, Brooklyn 1, New York. All entries must be postmarked before midnight, September 1, 1959.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

Add last line to rhyme with "see" to following jingle:

*What should you do for stomach upset,  
When indigestion makes you fret?  
Take Pepto-Bismol, and you'll see*

(Sample last line: "How fast relief that lasts can be!")



## TOP HOSTESS



With Senator Stuart Symington, Madame Alphand laughs at the finger he shakes at her. This was a farewell party for an ambassador who was leaving Washington.

*"I always like to see him at parties. He is so gay. Here I watched a young girl go up and ask for his autograph. And so, after she had gone, I went up to him and said, 'Oh, Senator, may I have your autograph too?' He laughed and said, 'Now, don't you pull my leg.'"*





## NEW IDEA! Chiffon fruit salad!

Because you can whip low-calorie Carnation Instant!

Now, enjoy *fruit salad* with the magic lightness of the most delicate chiffon pie! The secret—*whipped* Carnation Instant Nonfat Dry Milk! This “Magic Crystals” Instant whips easily...for  $\frac{2}{3}$  less calories than *whipped cream*! Use it in this new recipe, or any whipped cream recipe—or as delicious topping for only 1¢ a serving!

Carnation Instant is delicious for drinking, perfect for cooking, ideal for whipping. Modern way to all the natural protein, calcium and B-vitamins of freshest whole milk, *without* the load of fat calories. Comes in 3-Qt., 8-Qt., and 14-Qt. sizes and new package of 5 pre-measured 1-Qt. envelopes.



### To whip Carnation Instant

(Makes about 2½ cups)

1. Mix ½ cup Carnation Instant “Magic Crystals” with ½ cup ice water.
2. Whip until soft peaks form (3-4 minutes). Add 2 tablespoons lemon juice.
3. Continue beating until stiff peaks form (3-4 minutes longer).

### “Magic Crystals” CHIFFON FRUIT SALAD

(Makes about 8 servings)

- 1½ cups well-drained peach slices
- 1 cup hot peach syrup (or peach syrup and water)
- 1 3-oz. package lemon gelatin
- ½ cup diced celery
- ½ cup chopped nuts
- ½ cup mayonnaise
- 2½ cups whipped CARNATION INSTANT

(See directions for whipping at left)

Line bottom of mold with peach slices for garnish. Chop remaining slices. Mix hot peach syrup and gelatin to dissolve gelatin. Chill till thickened. Add celery, nuts, mayonnaise and remaining chopped peaches. Blend. Mix with whipped Carnation Instant. Spoon into mold. Chill until firm (about 3 hours). Unmold on lettuce.

Directions for regular whipped topping and new fruit flavor whipping toppings on Carnation package.



**Hauls maximum payloads  
in every state!**

Newest tractor sensation from Maine to California! GMC's DLR8000 is the lightest weight aluminum tilt-cab in its class . . . hauls up to 1,824 lbs. more payload in the 61,000 lb. GCW range. Road ready weight, with 100 gals. fuel, only 9,987 lbs. Rear—2,825 lbs; front—7,164 lbs. Extreme flexibility of 48" BBC permits pulling maximum-length trailers everywhere. Powered by the famous 6-71SE GMC Truck diesel engine, the most economical and efficient built.



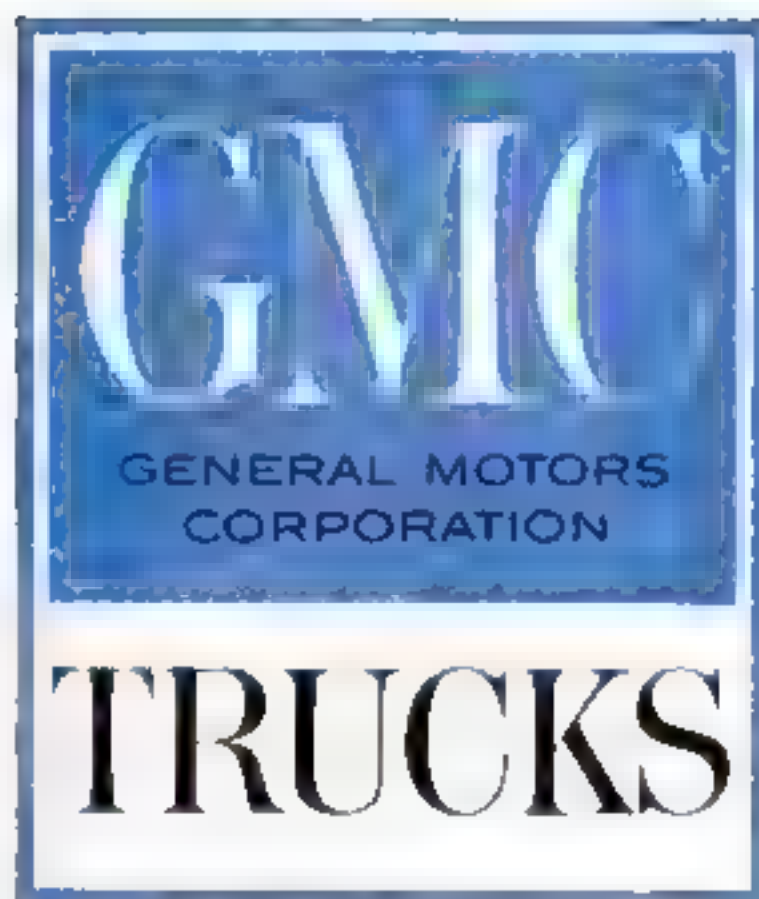


# GMC

## IS GOING PLACES WITH

# OPERATION

# "HIGH GEAR"



You see proof everywhere that GMC is on the move! Solid proof that Operation "High Gear", the most ambitious engineering, design and quality-control program ever launched, keeps paying off for you!

**Each week**, more and more truck owners are discovering the many different ways new GMC engineering advances increase payloads, lower operating costs, lengthen truck life. For example:

**Fleet operators** find that the new DLR8000 (pictured on opposite page) breaks through all weight-length barriers, resulting in greatly increased payloads. They report it's the easiest handling, smoothest riding of all tractors.

**Pickup users** find over 40 Extra Value features that reduce trucking costs. They are standard equipment on every GMC pickup.

**Multi-stop delivery users** find a wide choice of models, so that the right size can be selected to provide a more economical trucking operation for every package delivery need — up to 19,500 lbs. gross vehicle weight.

**Medium-duty users** find GMC's thrifty F370 the most versatile truck built. It hauls more cargo than conventional types—saves job time.

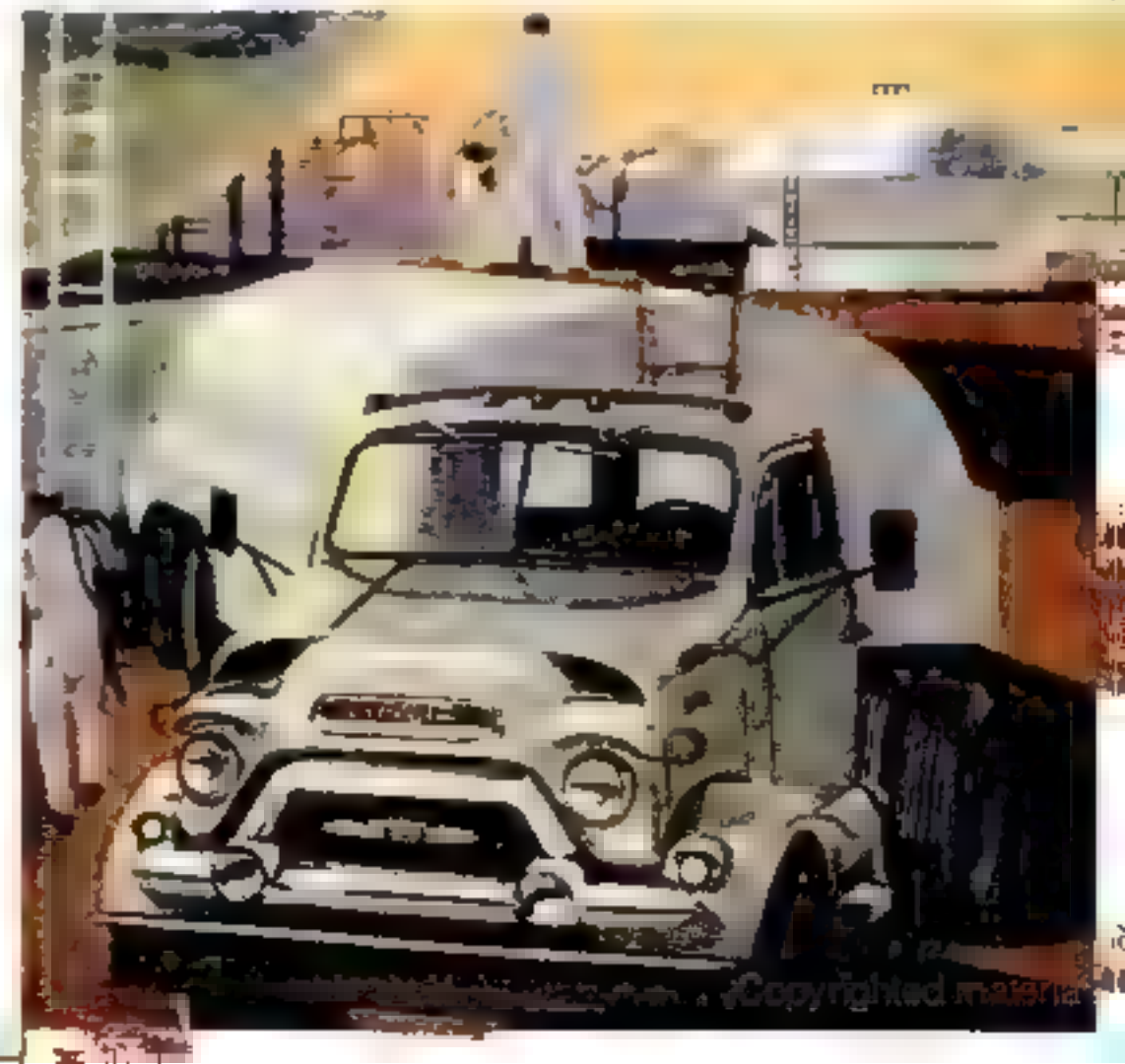
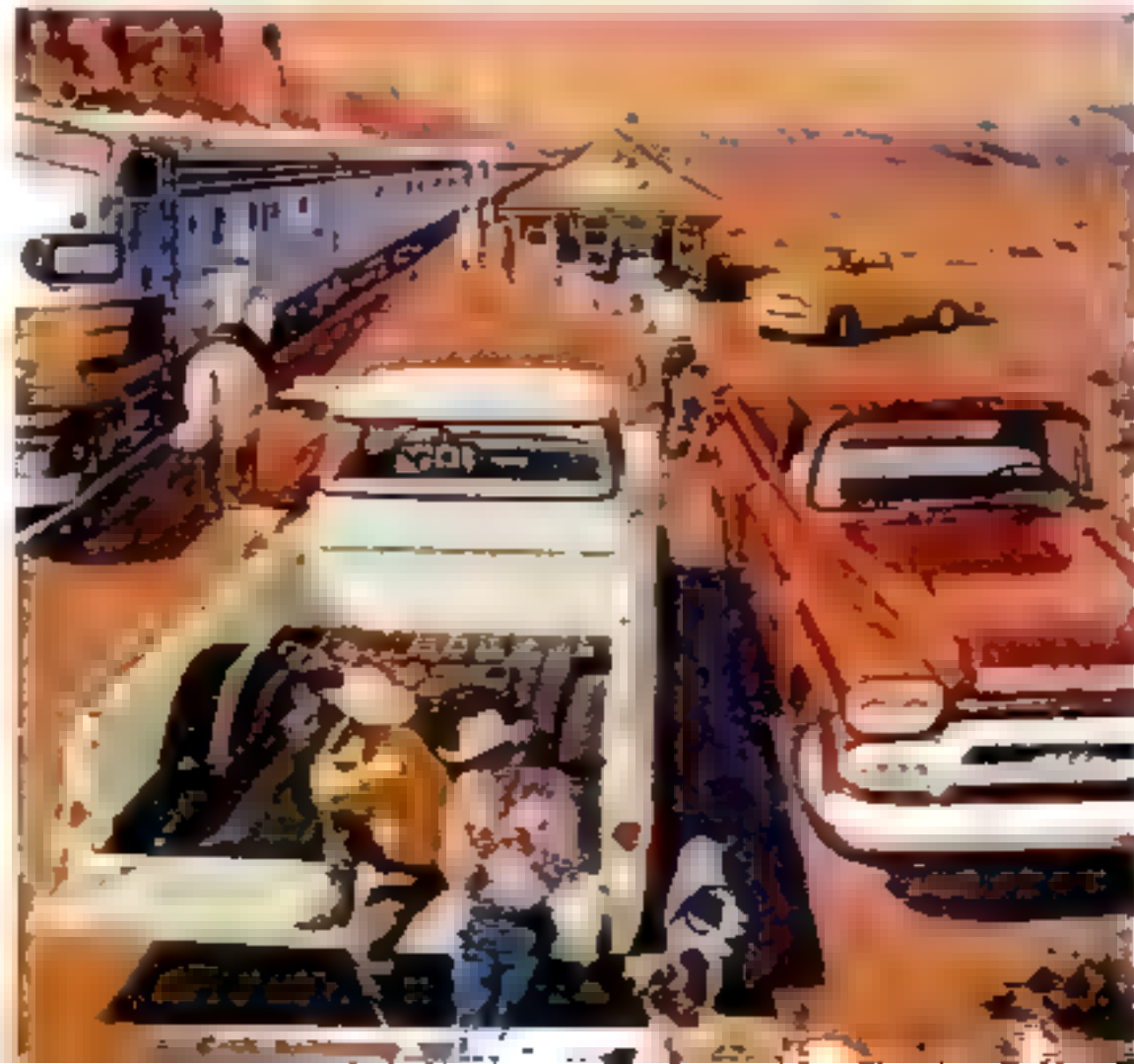
**All truck users** will find that now, more than ever, it will pay them to see and drive advanced GMC Trucks. Before you buy, see your GMC Dealer. GMC Truck & Coach—a General Motors Division.

From ½-ton to 45-ton . . . General Motors leads the way!

**4 exhaust valves per cylinder!** Not just 1 or 2! Every cylinder in every GMC Truck 6-7 diesel engine has 4 exhaust valves for scavenging of exhaust gases and extra fuel economy. Material is the same corrosion heat-treated alloy steel as in jet engines!

**GMC pickups are all truck!** No "muscle-up motor cars" here! Engines, axles, frames, transmissions are all truck-built for longer, more dependable truck life. Choose from the GMC Wide-Side Pickup with its 50% more cargo space . . . the easier-to-load Fenderside . . . or the new low-priced Fleet Option Pickup.

**D860 hauls bigger payloads, longer!** GMC specialized highway tractor hauls up to 1270 extra payload pounds. It is powered by GMC's Super Economy engine, many having run over 300,000 miles without overhaul!





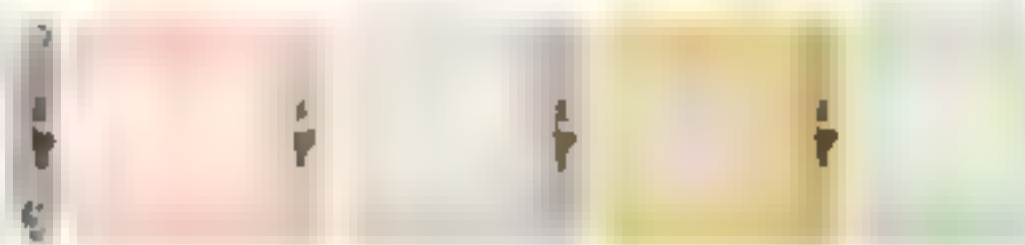


Shimmering Grecian negligee, a slim and silvery vision in softest lamé chiffon. Specially designed by Yanni to match the special softness of Soft-Weve, the bathroom tissue that gives you *everything!* Superb facial tissue quality . . . luxurious 2-ply softness . . . wonderful new "Perfect-tear" perforations. And—a "See-through" wrap to *show* you the soft "negligee colors"!

The most noticed little luxury in your home

**Soft-Weve**

2-PLY TISSUE BY SCOTT



Now—new "Perfect-tear" perforations







**STYLISH SAILOR** of Grosse Pointe, Mich., Mrs. Oscar Olsen spends many summer weekends aboard the family's 36-foot cruiser. She favors slacks outfits for parties aboard, like this one which she wears underneath a bright jacket (B. H. Wragge, \$40, \$50).

## Seaworthy Styles for Parties Afloat

Not long ago the necessities for most weekend sailors, above and beyond a boat, were limited to blue jeans, sneakers and a suit of oilskins. But today with eight million American families taking to the lakes, bays and not-too-high seas (*LIFE*, June 1), occasions to dress up afloat are becoming more and more frequent. Cocktail parties are often held aboard, and weekend cruises frequently moor at yacht clubs and marinas for Saturday night dances. Many women who boat, like those shown on these pages,

have found that their water-borne wardrobes are not complete without clothes to dress up in.

When entertaining afloat, most captains' ladies prefer dressy slacks outfits (*above*). When skirts are in order they are careful to select wide ones, often made of seaworthy nonwrinkling fabrics, suitable for clambering in and out of dinghies. White combined with a bright color is a favorite that looks nautically trim and it is well set off by the sun tan that lady sailors universally acquire.

CONTINUED



# Something special for your men



*this Swiss cheese with  
fresh-cut taste*

Here's Swiss with *all* the nut-rich flavor that has made this type of cheese such a favorite—particularly for man-style sandwiches and snacks to have with all kinds of beverages.

Kraft seals the fresh-cut taste of every slice in special packages. Get your men some (and join 'em in the treats you fix with Kraft Sliced Natural Swiss).



NATURALLY FROM **KRAFT**  
*the finest of Natural Cheeses*

## SEAWORTHY STYLES CONTINUED



**STRAPLESS TOP** distinguishes organdy dress (Lanz, \$60) worn by Mrs. Allan Wyatt as she and her husband are taken by launch to a restaurant at Lido Isle, Calif. Mrs. Wyatt thoughtfully went barefoot until getting ashore.



**T-SHIRT TOP** with full organdy skirt (Sportswear, \$30) is chosen by Mrs. Gerald Young Jr. of Beverly Hills to wear aboard a friend's ketch for cocktails. In spite of its fragile appearance organdy stays crisp even near the water.

CONTINUED

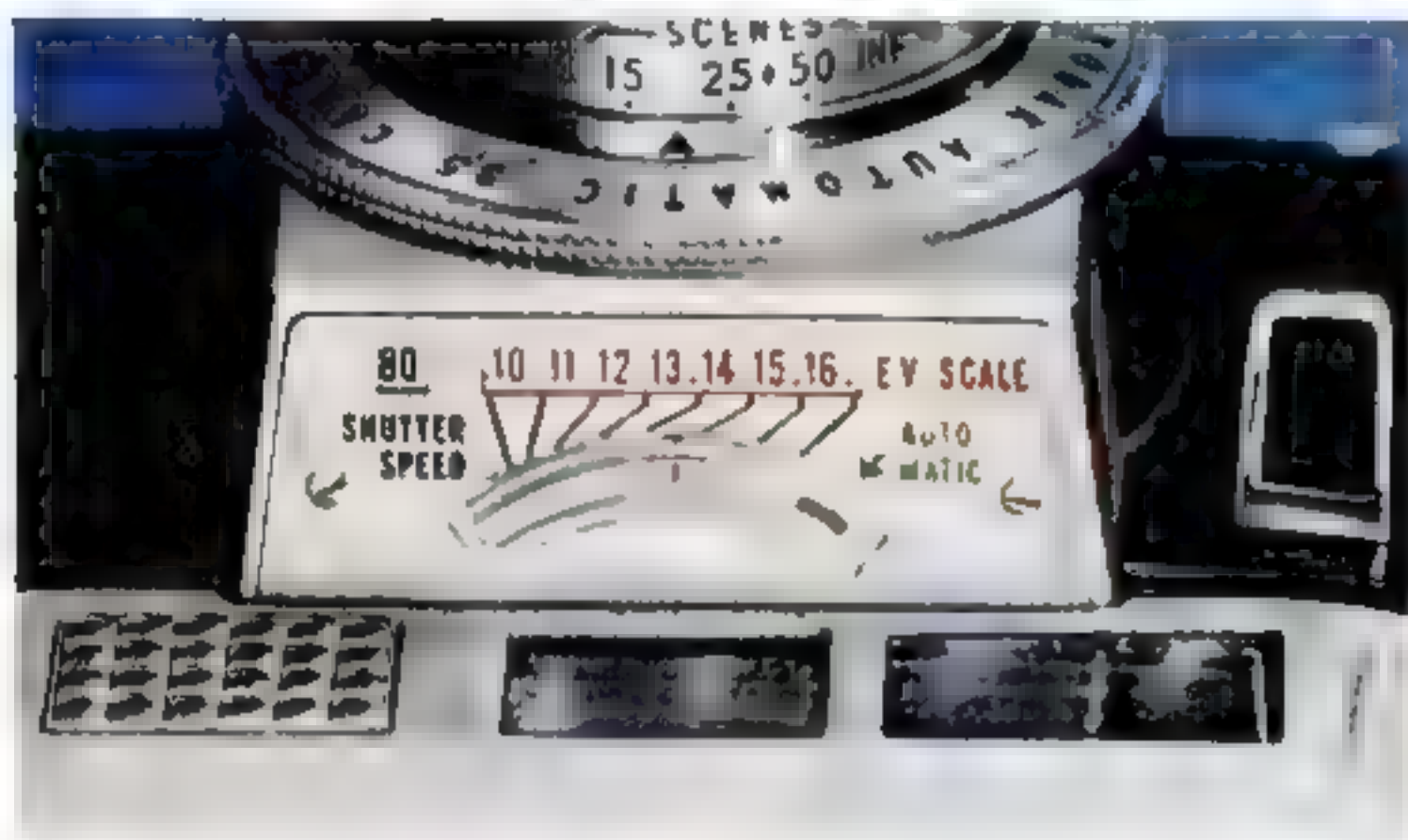


NEW FROM KODAK

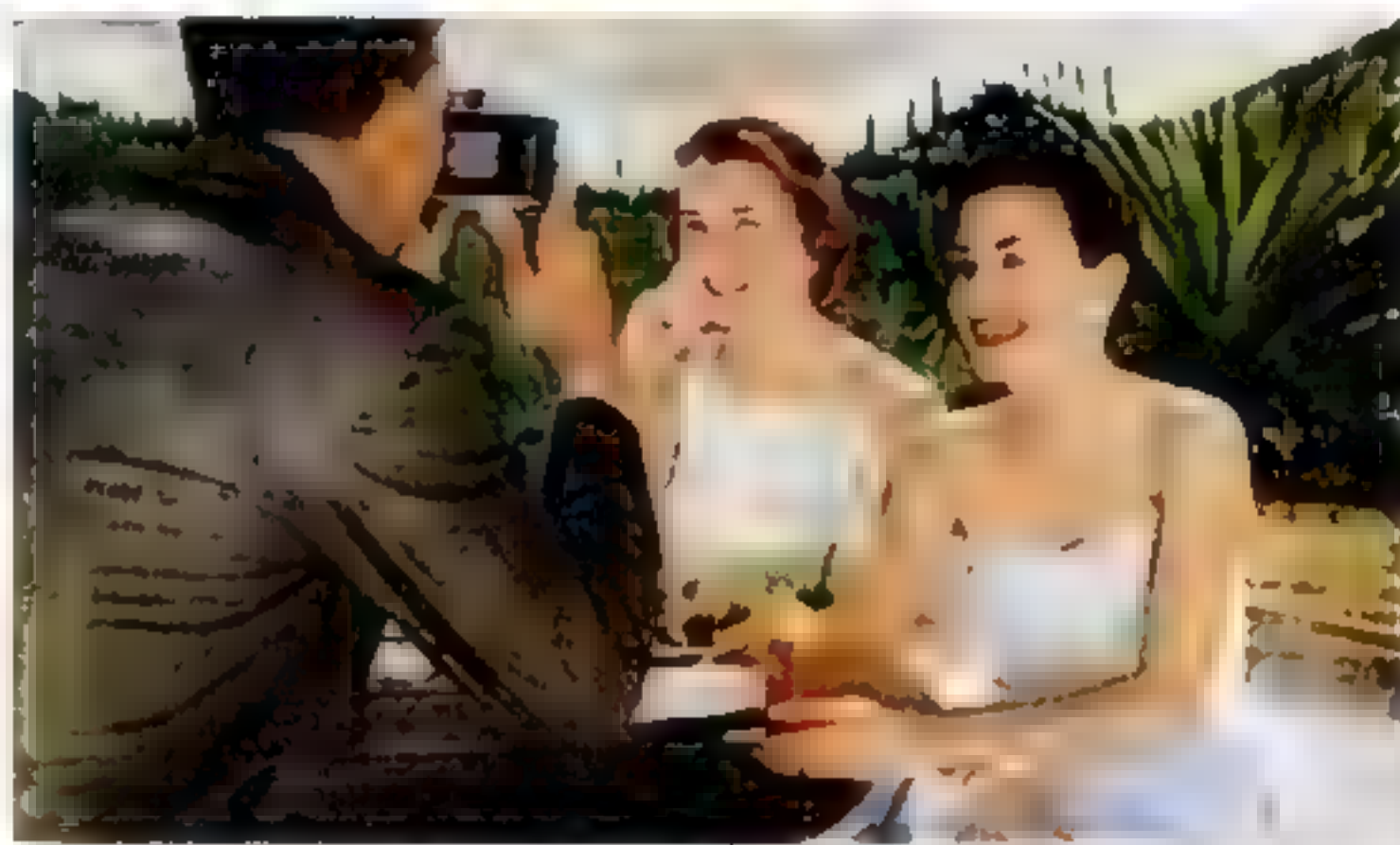


Easiest-to-use 35mm camera you've ever seen. Great for travel and at home. Fast f/2.8 lens, sets itself for picture-perfect results! As little as \$8.45 down. Many dealers will take your camera in trade.

**New Kodak Automatic 35 Camera has electric eye...sets itself! Just aim and shoot for sparkling pictures! Only \$84<sup>50</sup>**



THE ELECTRIC EYE reads the light, sets the lens *automatically*. Aim and shoot for picture-perfect snapshots and color slides.



SHOOT IN THE SHADE—the lens opens up, as your eyes do. In sunshine or in shade, it's *automatic* for every popular film.



LOADS FAST—drop in, no threading. Focuses fast for close-ups, groups, scenes. Thumb-flick film wind. Gets great color slides with Kodachrome Film, color prints with Kodacolor Film.



NEEDLE-SHARP pictures in color, to project big as life. New pleasure in picture-taking and in viewing—every picture bright and clear.

Many dealers offer terms as low as 10% down. List price includes tax, is subject to change without notice.

See Kodak's "The Ed Sullivan Show" and "The Adventures of Ozzie and Harriet"

**EASTMAN KODAK COMPANY, Rochester 4, N. Y.**

**Kodak**  
—a trademark since 1888



Now You Get Every Deluxe Feature, Plus \$200  
5 Year Food Protection Plan In This All-New  
**WIZARD FREEZER**



- Compare Features!
- Compare Price!

See How Much More **WIZARD** Gives You!

Features	WIZARD	Brand H	Brand A	Brand C	Brand P	Brand F
Fast Freeze Shelves	YES	YES	YES	YES	YES	YES
Slide Out Basket	YES	NO	NO	YES	YES	YES
Interior Light	YES	NO	YES	NO	NO	YES
Juice Can Dispenser	YES	YES	NO	NO	YES	YES
Food Protection Plan	YES	YES	YES	YES	NO	YES
Flush Door Hinges	YES	NO	NO	YES	NO	YES
Capacity (Pounds)	550	543	539	573	511	525
Size (Cubic Feet)	16	15½	15½	16½	14½	15
Price	\$278 <sup>00</sup>	\$419 <sup>95</sup>	\$569 <sup>95</sup>	\$324 <sup>95</sup>	\$399 <sup>95</sup>	\$439 <sup>95</sup>

Now, store more than ½ ton of food... Wizard-Safe, Wizard-Handy, Wizard-Cold!

**Wizard-Safe?** Yes, this Wizard is so carefully constructed you get a 5 year Protection Plan against food loss. Famous Tecumseh unit also guaranteed 5 years.

**Wizard-Handy?** Yes, this Wizard has 52 lb. capacity "easy-roll" basket. 4 fast-freeze shelves. 6 "book-shelf" door racks. 24-can juice dispenser!

**Wizard-Cold?** Yes, this Wizard adjusts to 52° below freezing! Freezes foods in a hurry to seal in precious vitamins and minerals. And Wizard's "Wonderwall" construction locks cold air in—warm air out! Best of all, its...

**Wizard-Easy to own!** So see this striking new Wizard Imperial 16 with lifetime Dupont Dulux finish at Western Auto, soon! ... **\$278<sup>00</sup>**

Easy terms, \$10.00 Down. \$3.50 A Week.



**WIZARD**  
17 Cu. Ft.  
CHEST FREEZER

Huge 400 lb. capacity!  
"easy store" basket!  
Div. for set! Tecumseh  
unit guaranteed 5 years!

**\$249<sup>99</sup>**

\$10 Down  
\$3.25 a Week

**Western**  
**Auto**

STORES  
AND  
ASSOCIATE  
STORES

**FREE \$200**  
Food Protection Plan  
With  
Every Wizard Freezer

NOTE: Western Auto dealers own their own stores and set their own terms. Prices may vary slightly in some parts of U. S. (L79)

SEAWORTHY STYLES CONTINUED

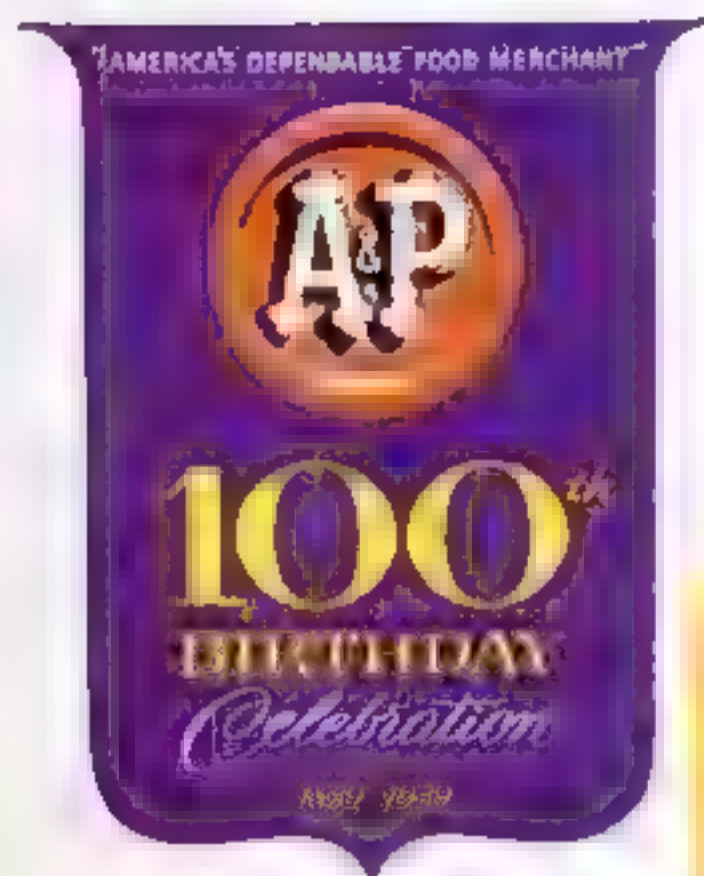


**SAILOR DRESS** of white piqué (Jane Derby) is worn by Mrs. Robert Huntington Jr. aboard a sloop at Long Island's Seawantaka Yacht Club. The dress has manageable full skirt. Ladies in heels must be careful not to scratch decks.





## Plantation Salad stars Ann Page!



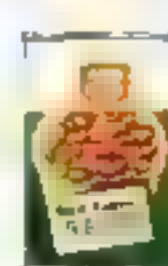
This main-course bean salad is dressed for enjoyment! It's marinated in an inspired medley of delectable Ann Page Mayonnaise or Salad Dressing and pert seasonings, accented with bacon. Result—a hit at first taste! Delicious for cold platters, grand for picnics, and happily it costs only 12¢\* a portion to make! Discover the rich rewards in flavor that Ann Page Dressings give this hearty salad and all your summer meals!



proves

*Fine Foods  
Needn't Be  
Expensive*

Ann Page Dressings are made in A&P's own modern Ann Page food kitchens, sold only at A&P. This eliminates needless in-between expenses, and you share the savings.



### PLANTATION SALAD

- |                                                     |                                   |
|-----------------------------------------------------|-----------------------------------|
| 2 1-lb. cans (drained)<br>Ann Page Red Kidney Beans | 1/4 tsp. Ann Page Dry Mustard     |
| 1/2 cup Ann Page Mayonnaise<br>or Salad Dressing    | Ann Page Cayenne Pepper to taste  |
| 1/4 cup Ann Page Cider Vinegar; 2 lbs. water        | 1 small onion, minced             |
| 1 tsp. salt; 1/4 tsp. Ann Page Black Pepper         | 1/4 cup Ann Page Garden Relish    |
|                                                     | 1 cup diced celery                |
|                                                     | 1/2 lb. bacon cooked and crumbled |
- Rinse beans gently under cold water. Combine remaining ingredients except celery and bacon; pour over beans, mix lightly. Cover, refrigerate 1-2 hours. Mix lightly once or twice while chilling. To serve, add celery and bacon, heap in bowl. Serve with additional dressing. Makes 5-6 main-dish servings.  
\*Costs are based on prices prevailing at A&P at press time.

Among the 33 fine foods in the famous Ann Page family are such favorites as Preserves, Prepared Onions, Peanut Butter, Mayonnaise, Prepared Spaghetti, Sparkle, Gelatin, Desserts and Puddings, Tomato Soup, Spices, Excesses.



NEW!



# 1. FLORIDA SUNBURST SURPRISE

(This is a party size, serves 12 to 15. For family serving, use a 6 1/2-cup ring mold—each serves 6 to 8.)

## TALL MOLD:

- 4 envelopes unflavored gelatine
- 1/2 cup cold water
- 1 1/2 cups hot water
- 1/2 cup sugar
- 1 1/2 c. syrup drained from Florida grapefruit sections
- 1/2 cup lemon juice
- 1/2 cup yellow food coloring
- 2 one-pound cans Florida grapefruit sections
- 1/2 cup sliced strawberries

## RING MOLD:

- 4 envelopes unflavored gelatine
- 1/2 cup cold water
- 2 cups hot water
- 1/2 cup sugar
- 1 1/2 c. syrup from sections
- 1/2 cup lemon juice
- 1/2 cup green food coloring
- 2 one-pound cans Florida grapefruit sections
- 1/2 cup sliced strawberries

For tall mold, sprinkle unflavored gelatine over cold water. Dissolve in hot water. Add sugar and syrup drained from Florida grapefruit sections and lemon juice. Add yellow food color. Chill mixture until it begins to thicken. Add grapefruit sections and sliced strawberries. Pour into 7-cup tall mold. Chill until

firm. Use a 6 1/2-cup ring mold for base. Sprinkle gelatine over cold water. Dissolve in hot water. Add sugar, syrup drained from Florida grapefruit sections and lemon juice. Add green food coloring. Chill until mixture begins to thicken. Add grapefruit sections and sliced strawberries. Pour into ring mold. Chill until firm. Unmold green ring first. Unmold tall mold on paper plate cut to size of base of mold. Place on ring mold. Garnish with grapefruit sections, whole strawberries and chicory. Serve with your favorite dressing.

# 2. GRAPEFRUIT MINT COCKTAIL FROM FLORIDA!

- 1/2 cup peppermints
- 2 one-pound cans Florida grapefruit sections
- green food coloring, if desired

Dissolve crushed peppermints in syrup drained from sections. Add green coloring. Pour over sections in tall glasses. Chill. Top with grape sprig if desired. Serves 6.

# 3. FLORIDA BREAKFAST BONANZA!

- 1 one-pound can Florida grapefruit sections

Chill sections and serve. One 1-lb. can serves 3-4.

# 4. MARSHMALLOW-DREAM DESSERT FROM FLORIDA!

- 1 cup heavy cream
- 1/4 cup sugar
- 1/4 cup syrup strained from Florida grapefruit sections
- 1 cup miniature marshmallows
- 2 one-pound cans sections, drained grapes
- 1 tablespoon chopped candied ginger or dash of powdered ginger

Beat cream till stiff. Add sugar, 1/4 cup syrup drained from Florida grapefruit sections and marshmallows. Allow to stand in refrigerator one hour. Serve over chilled Florida grapefruit sections arranged in bowls. Garnish with remaining grapefruit sections and grapes. Top with 1 tablespoon finely chopped candied ginger or dash of powdered ginger. Serves 6.

# GRAPEFRUIT SECTIONS



No-cook treats for cool  
summer eating  
with Grapefruit!

## gold mine of Vitality Vitamin C

**A SUMMER COOK'S BEST FRIEND** These delicious but inexpensive dishes shown above will delight you—they're so little work. And they're so good for you, because they're made with Florida grapefruit sections.

**A GOLD MINE OF VITALITY VITAMIN C!** We all need a fresh supply of *natural* Vitamin C each day—it's one vitamin your body cannot store up. And it's important to get your Vitamin C as *nature intended*—in combination with the other vital nutrients and health benefits you get in grapefruit sections from Florida. That's what's meant by *Vitality Vitamin C*. And grapefruit sections from Florida are the least expensive of all canned fruit. They're the easiest way to get the natural Vitamin C you need every day. So serve your family these summer treats with canned grapefruit sections often.

from **Florida**



***Free!*** NEW CITRUS  
RECIPES

**JUST OFF THE PRESS**

FLORIDA CITRUS FAVORITES—wonderful new ways to use Florida grapefruit sections and other citrus fruits! Send to:  
Florida Citrus Commission  
Dept. A, Box 1720, Lakeland, Florida.

Name \_\_\_\_\_  
Street \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

©Florida Citrus Commission, Lakeland, Florida, 1959









LOUVRE



LOUVRE

HIS AUSTERE SELF-PORTRAIT WAS PAINTED IN 1650

# A Classicist's Comeback

THE NOBLE ART OF POUSSIN  
WINS BROAD NEW ACCLAIM

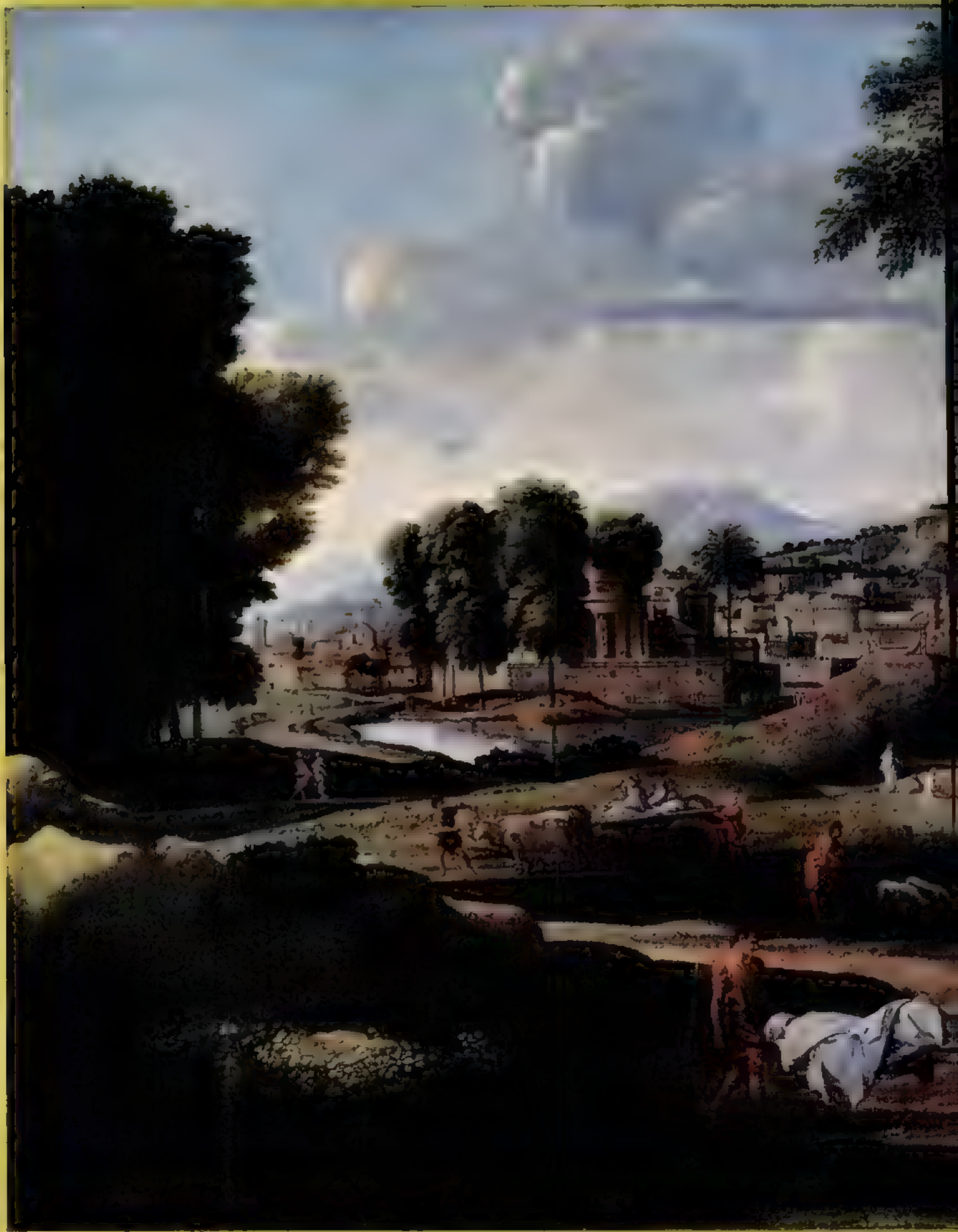
**I**N the 300 years since his death the great French painter Nicolas Poussin has been a notable victim of the fluctuating tides of popularity. His classic art of clarity, order and grace was alternately revered and ridiculed and in the 19th Century fell into almost total eclipse. But today Poussin is again back in favor. In this country alone more than a half-dozen of his paintings have been recently acquired by museums and this year he was given his first major U.S. exhibitions in Minneapolis and Toledo.

The comeback of the celebrated classicist involves a paradox. In the past it was the conservative academicians who honored him. Now he owes his revival to the *avant-garde* of this century. Starting with Cézanne, modern artists have been drawn to Poussin by the very quality that was scorned by their romanticist and impressionist predecessors—the disciplined, harmonious arrangement of colors and forms which concerned them in their own abstract work. Their appreciation of the 17th Century master is now shared by an ever-growing public which finds in his paintings of ancient gods and heroes a serene and beguiling world of timeless beauty.

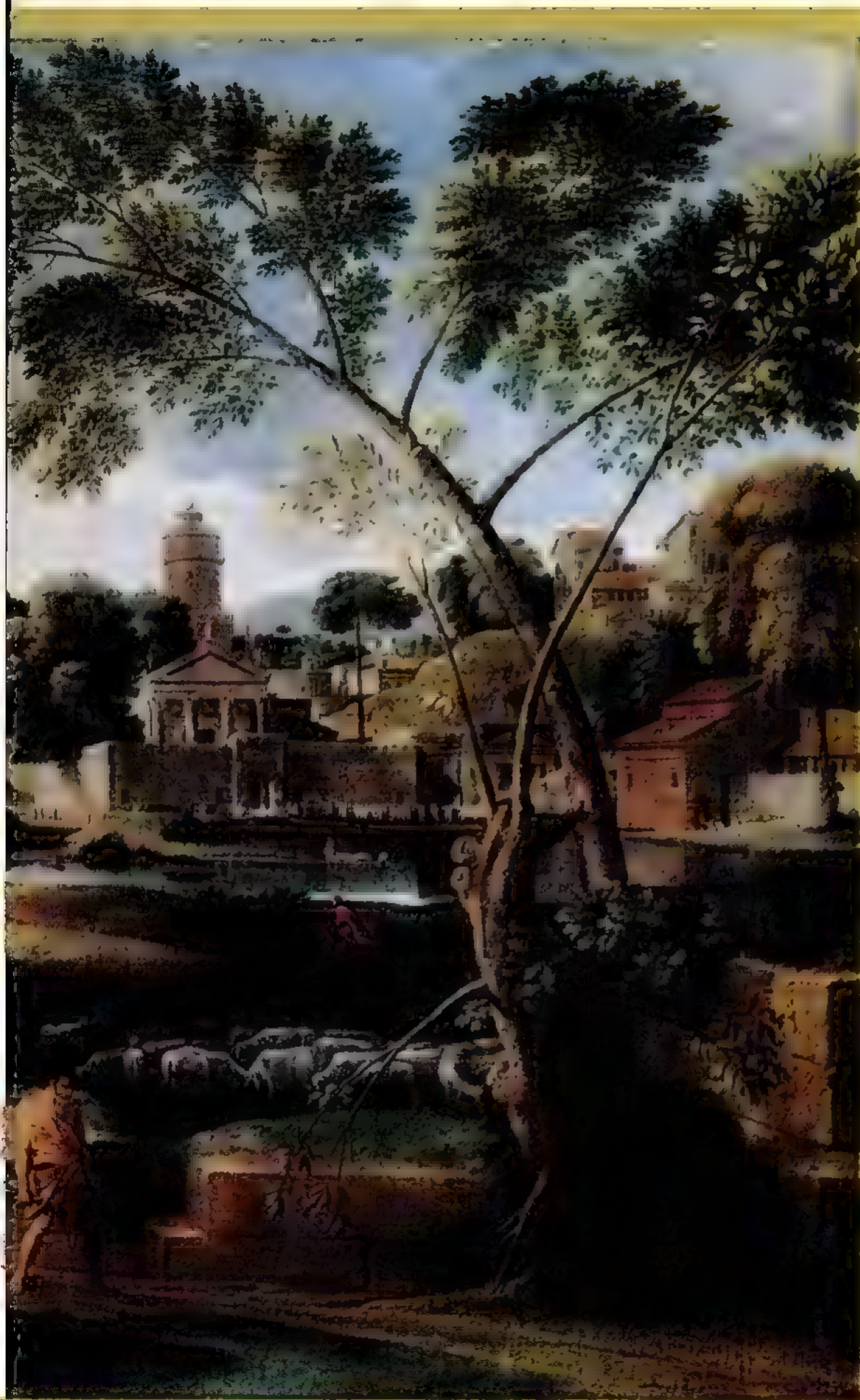
**ALLEGORY** of *Inspiration of a Poet*, painted about 1638, shows Olympian world of beauty and order which was Poussin's ideal. Attended by cherubs and Euterpe, the Muse of lyric poetry, Apollo dictates verses to young poet as rays of late sun bathe scene in empyrean glow.

CONTINUED









**LEGEND** of Phocion, an Athenian statesman who lived in the Fourth Century B.C., was used by Poussin as device to create a gracious classical landscape. Story itself is revealed by figures in foreground who carry dead body of Phocion away from Athens after its citizens had sentenced him to death. To emphasize city's indifference to Phocion's death, Poussin showed Athenians in festive procession outside the city walls. This somber theme is offset by peace and beauty of the landscape in which the warm light, gliding over scene, draws figures, hills, temples into tranquil unity.



# POUSSIN CONTINUED



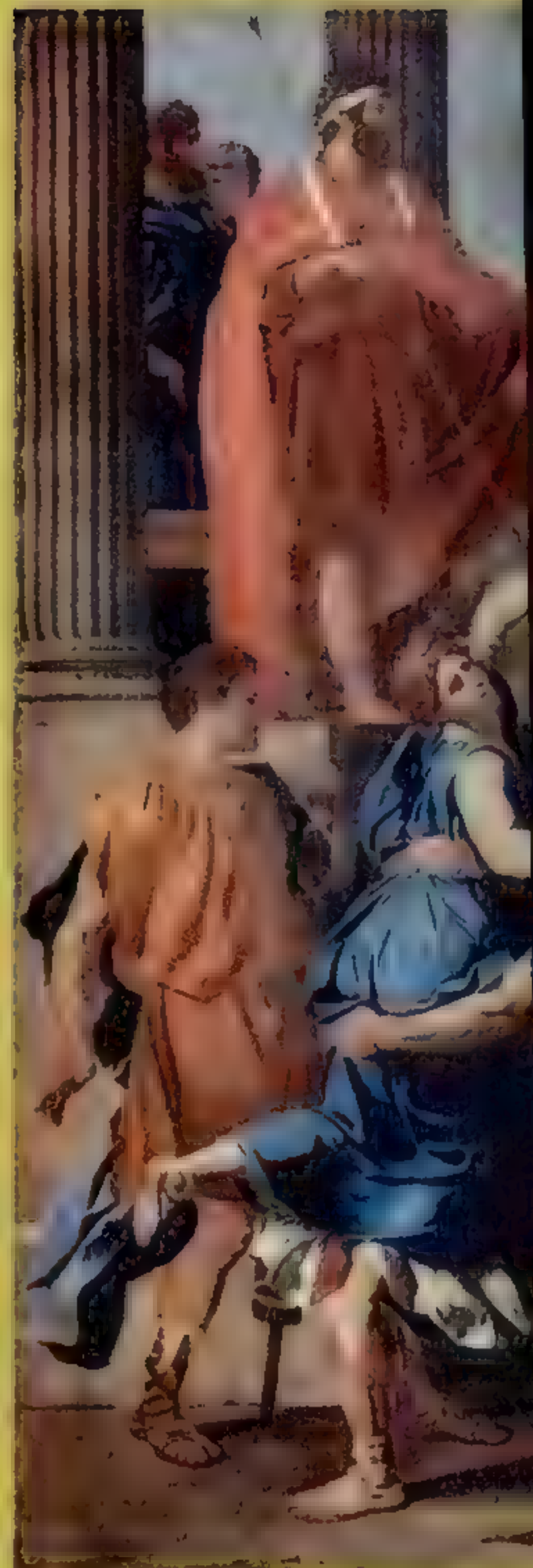
WINDSOR CASTLE

**STUDY** (above) for painting shows detail of women being carried off by soldiers. It was made by Poussin in order to try out varied patterns of movement. Couple at left and baby (bottom right) reappear in similar poses in painting. But trio in center were redesigned and couple at right were omitted.

**VARIATION** (below) of subject was drawn by Poussin several years after he had completed painting at right. Here the movement of figures appears more fluid and ungeometric and the tempestuous mood of the scene is heightened by pulsating shadows and intense, distorted expressions of Sabines.



MUSEE CONDE CHANTILLY



IN HIS PAINTING OF RAPE OF SABINES DONE

## Orderly design

A reverence for antiquity was the guiding passion of Poussin's life. As a student in Paris, he steeped himself in classical art which he believed to represent the highest form of ideal beauty and order. When he settled in Rome in 1624 he delved into ancient history and myths and began to recreate the pagan world of deities and epic events like the *Rape of the Sabines* (above).





REPRODUCED BY MUSEUM OF ART

AROUND 1636, POUSSIN SHOWED ROMULUS, ROME'S FOUNDER, IN FRONT OF TEMPLE (LEFT) AFTER GIVING THE SIGNAL FOR SOLDIERS TO SEIZE WOMEN

## for a disorderly occurrence in ancient Rome

This incident, which occurred soon after the founding of Rome in 753 B.C., was a ruse of the Romans to get wives. After inviting the neighboring Sabine people to a festival, the Romans seized the women and drove the Sabine men from the town.

This event had a special appeal for Poussin for it enabled him to portray a variety of movements, integrated into a carefully

balanced composition. To prepare for the painting, he first made sketches, then wax models of the figures, to analyze their relationships to the over-all design.

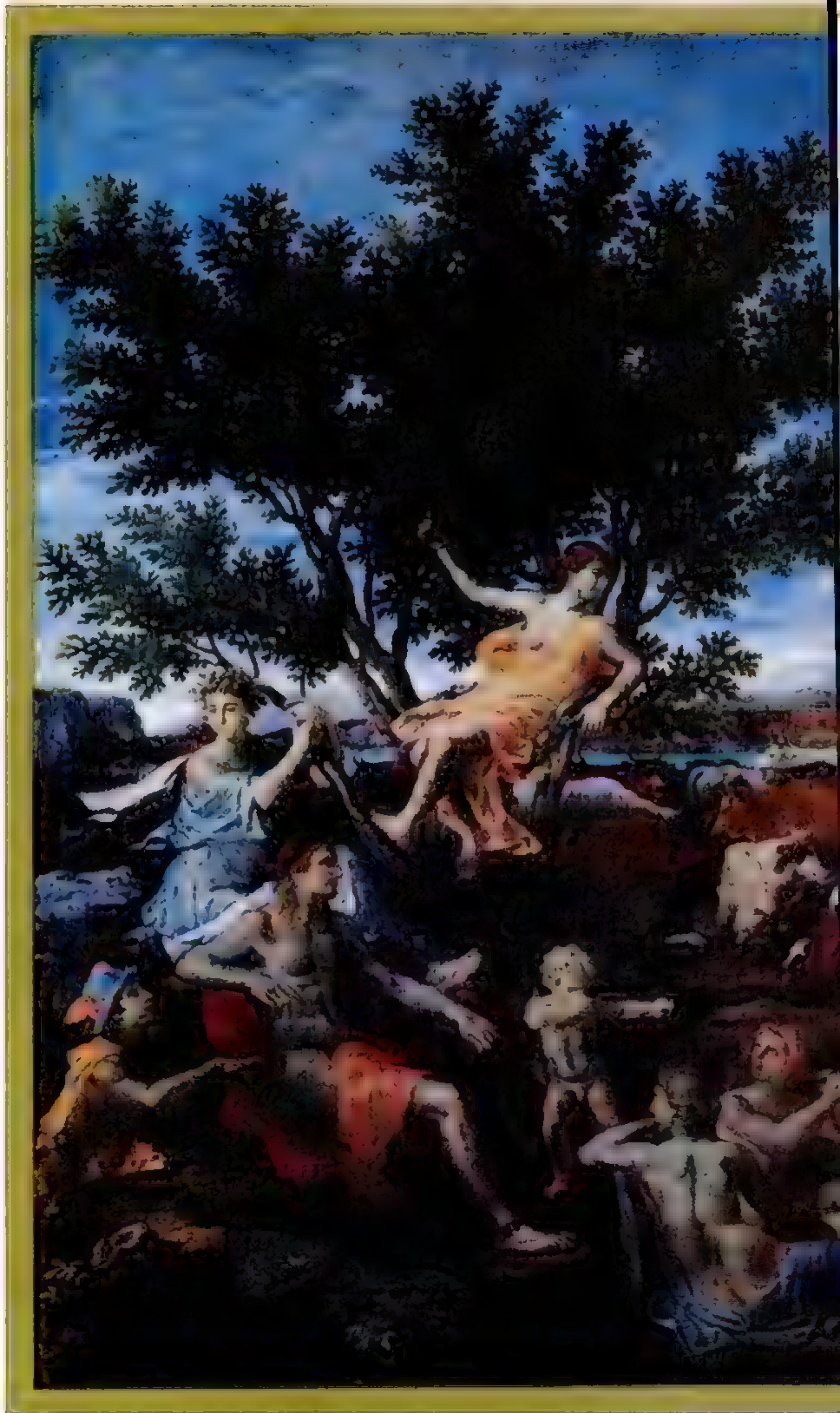
In the painting he controlled the agitation of the scene by composing the figures in groups suggesting triangles. These triangles give a powerful diagonal design to the painting, counterbalancing the horizontal

movement of the figures as they rush to the right and the left. Finally, the busy, intricate rhythm of the lower half of the painting is played off against the simple, quiet forms of the buildings in the rear. For the modern viewer, no longer moved by the circumstances of the Roman legend, this ordered complexity of design is one of the most fascinating aspects of Poussin's art.

CONTINUED



**MYTH** of Apollo and Daphne was painted around 1665. Surrounded by Mercury and Muses, Apollo (*in red robe, left*) gazes enraptured at Daphne who sits (*far right*) beside her father, a river god. Cupid, angry with Apollo, shoots a love-destroying arrow at Daphne to thwart the god's desire. This half sunlit, half dusky scene was the artist's last work and in the rustic contours of the landscape may perhaps be seen his nostalgia for his far-off homeland of Normandy. The picture was left unfinished by the 71-year-old master because his hand, trembling with age and infirmity, was unable to paint with the disciplined control his art demanded.











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## From Peasant Boy to the King's Painter

The classical realm of gods and heroes that came to life in Poussin's paintings was a far cry from the peasant world of Normandy into which the artist was born around 1594. Though Poussin was given only the most elementary formal education, he mastered Latin, became an avid reader and, most important of all, was constantly drawing. When an itinerant painter came to decorate a nearby village church, he attached himself to him to learn the techniques of painting. Soon after, like a Dick Whittington of the arts, Nicolas trudged off to Paris to make his way as a painter.

There for the first time he encountered the work of ancient and Renaissance artists. Hour after hour he sat copying engravings of Raphael's paintings which possessed the symmetry and classic beauty that he wanted to achieve in his own art. His studies of the sculpture of ancient Rome made him long to live in that city.

Twice he set out for Italy, but ill health and lack of money forced him to return to Paris. After eight years of trying he finally got to Rome. There he studied intensively, copying masterpieces, modeling figures in wax, dissecting cadavers, boning up on the legends of antiquity. Living from hand to mouth, he disposed of monumental paintings for anything he could get. But good fortune finally caught up with Poussin in the form of Cardinal Francesco Barberini who commissioned him to portray the death of the Roman hero, Germanicus. This painting (recently acquired by the Minneapolis Institute of Arts) catapulted Poussin to success. Even the French king, Louis XIII, began to bid for his services and in 1640 Poussin returned to France as chief of the royal painters.

But this coveted position proved to be a monstrous treadmill. In charge of decorating the royal palaces, Poussin was also badgered by orders to copy quantities of paintings, do altarpieces and advise on building construction—all while fending off the attacks of jealous rival artists. After two years, Poussin escaped to Rome on the pretext of tending his ailing wife. He never went back to France.

The remaining decades of Poussin's life were spent in peace and concentrated work. His paintings were still in great demand by princes, prelates and businessmen, but Poussin continued to charge modest prices and live humbly. He arose before dawn, strolled around Rome for a few hours, then returned to his studio to spend the rest of the day painting. Though he derived many of his figures from classical or 16th Century art (*below*), he was also a careful observer of nature, sketching scenes wherever he went, sometimes bringing back from his walks assorted stones, moss and flowers to paint in his studio.

These small items, wrapped in his handkerchief, were more than studio aids. They were tangible remnants of the bygone world he revered. This reverence revealed itself vividly when Poussin was bidding farewell to a friend. Promising him "the most beautiful thing you could desire," Poussin scooped up a handful of dust from the road. "Take this away with you," he said. "This dust is ancient Rome."



HISTORICAL INSPIRATION for two figures in Poussin's *Rape of the Sabine Women* (right and p. 63) was Giambologna's sculpture (left), carved in 1583.



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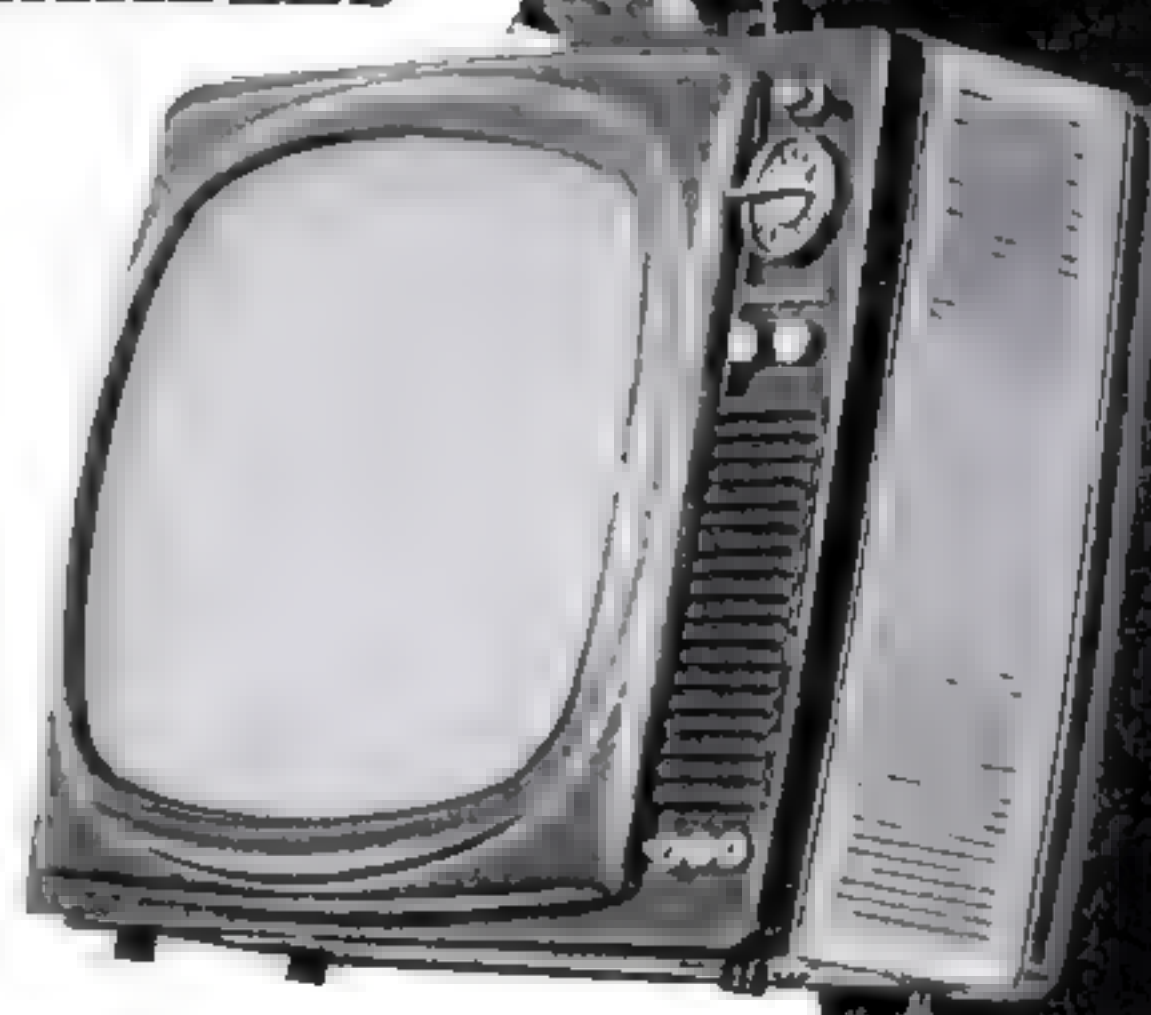


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## THE SPORTABLES



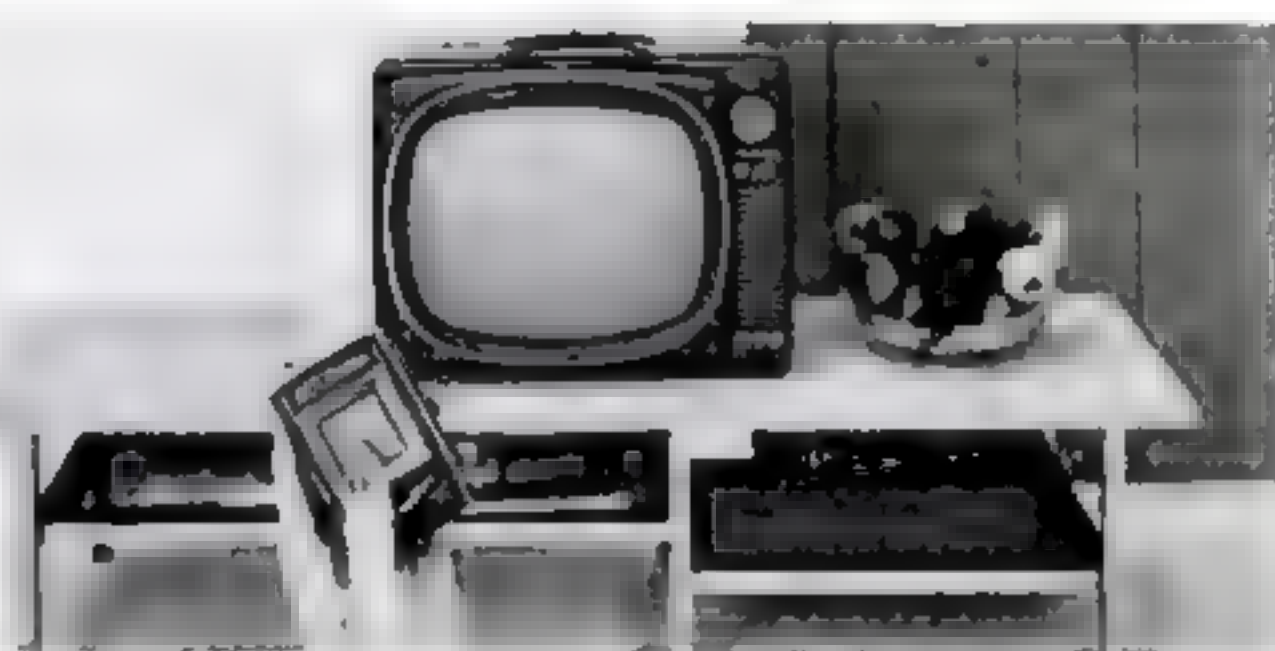
(Left) *Eldorado Sportable* with fold-flat handle for easy carrying. In a variety of multi-tone finishes. (Right) *Debonair Tote-able* with recessed handgrips. It's portable TV...it's table TV, too! Both sets have 17" tube (overall diagonal), 156 sq. in. picture.



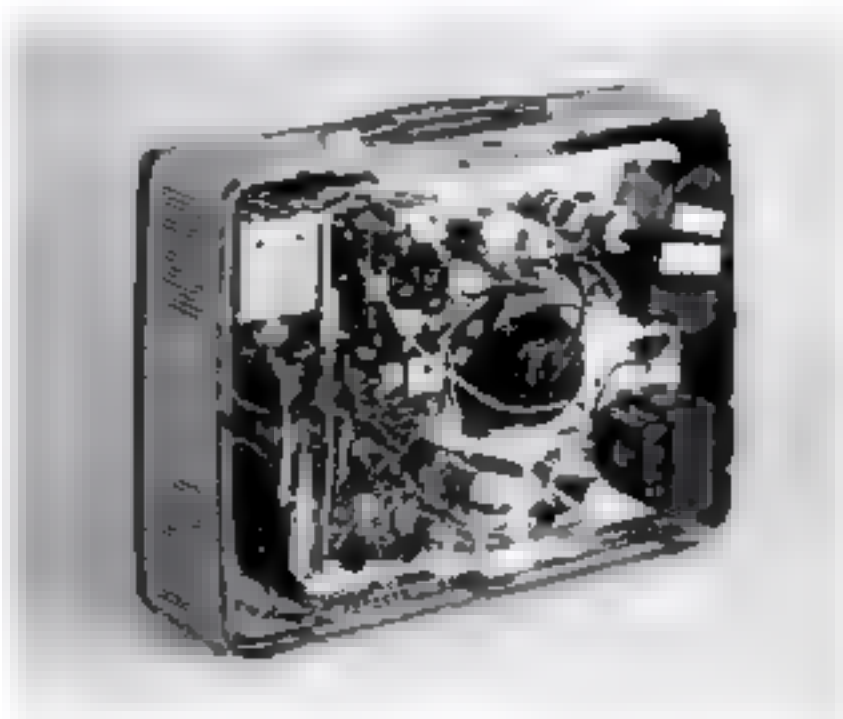


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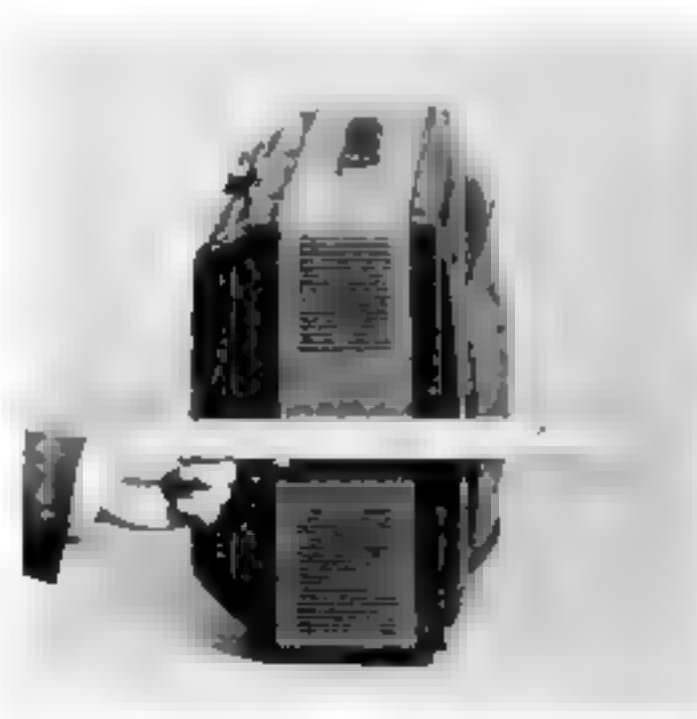
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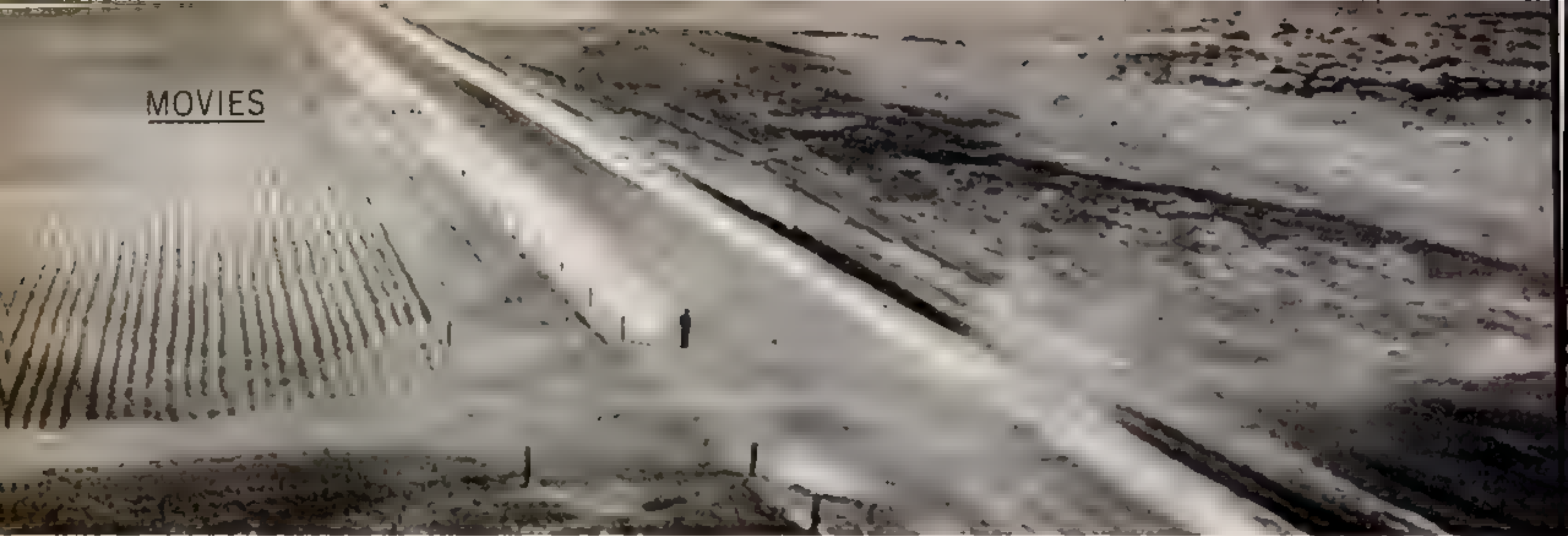


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SMALL DOT OF A MAN WAITING AT A CROSSROADS IS GUESSLESS CARY GRANT WHO IS OUT TO FIND THE MAN WHO CAN GET HIM OUT OF A MURDER FRAME-UP

## Latest Murder Pitch from Hitch

Master of suspense-tense murder in the movies is Alfred Hitchcock, a small, overstuffed, pouter pigeon, of an Englishman with a genial exterior. But under it there is a dedicated man, dedicated to a never-ending search for new and more trenchant ways of trying to kill off his characters. The pictures on this page show the frightening things that can happen when Hitchcock's imagination flows. And since all work and no play makes Jack the Ripper a pretty dull blade, Hitchcock—his friends call him Hitch—likes to spice the slaughter with startling scenery.

His current film, M-G-M's *North by Northwest*, is a good illustration of

the man's propensity. It starts at the Plaza Hotel in New York, races through the Midwest and ends up under George Washington's chin on the Mount Rushmore memorial in South Dakota. Through all that startling scenery Roger Thornhill (Cary Grant), runs like mad from a murderous band of international spies headed by Philip Vandamm (James Mason) while a beautiful blonde named Eva (Eva Marie Saint) sometimes helps him but more often tries to polish him off. The result is a satisfying mixture of chilling suspense and nervous giggles which is the essence of Hitchcock's art, as the director himself explains so far following scenes.

SUDDENLY A CROP-DUSTING PLANE ZOOMS DOWN AND SPRAYS BULLETS AT GRANT WHO FLIES DEFENSELESS LOOKING FOR COVER IN THE PEAT CORNFIELDS





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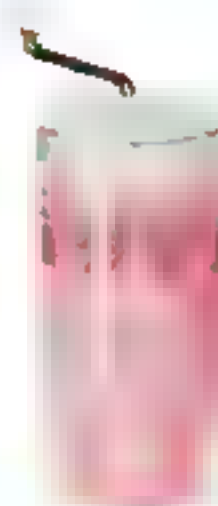


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Blend in Mixer or blender... or use electric or hand beater until smooth. Serve immediately.



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**INSTRUCTING A STAR**, Director Hitchcock tells Actress Eva Marie Saint how he wants her to flummox hotly pursuing cops at Chicago railroad station.

## Master of Suspense Explains His Art

*LIFE Staff Writer Herbert Brean cornered Alfred Hitchcock on the North by Northwest set and got him talking about his art. Here is what the famous master of suspense has to say about his specialty.*

**T**HE trouble with suspense," says *North by Northwest's* famous director, Alfred Hitchcock, "is that few people know what it is. For instance, some people say that the pictures I make are horror pictures. Or gangster pictures. Or detective story pictures. They are not. I do not approve of horror, or the creaking door effect, because conventional chills-up-the-spine bore me. Nor do I like the conventional foreign spy story, what might be called the washed cobblestone school of motion pictures. As for gangsters, I have nothing against gangsters, but it is impossible for the average man to identify himself with them, and audience identification is vital to a film. And the detective story's great flaw is that it does not contain much real suspense because it must withhold too much information from the reader or viewer. Let me illustrate."

Hitchcock paused a moment and protruded his lower lip, as though he were using it to think with. "Let us suppose," he said, "that three men are sitting in a room in which a ticking bomb has been planted. It is going to go off in 10 minutes. The audience does not know it is there, and the men do not know it is there either. So they go on talking inanely of the weather or yesterday's baseball game. After 10 minutes of desultory conversation the bomb goes off. What is the result? The unsuspecting audience gets a surprise. One surprise. That's all."

"Suppose the story were told differently. This time, while the men still do not know the bomb is there, the audience *does* know. The men still talk inanities, but now the most banal thing they say is charged with excitement. The audience wants them to get out of the room but they talk on, and when one finally says 'Let's leave,' the entire audience is praying for them to do so. But another man says, 'No, wait a minute. I want to finish my coffee,' and the audience groans inwardly and *yearns* for them to leave. That is suspense."

"Suspense," he went on, "is watching a man and a girl walk along the sidewalk, the man headed straight for a manhole but immersed in conversation with the girl. What is going to happen?"

"Suddenly the man drops into the manhole and disappears. If we are making a movie of this we now have a choice to make. We can show something grim or something funny."

"This brings me to an enormously important point. After a certain amount of suspense, the audience must find relief in laughter. So we show the girl looking wildly around trying to discover where her boyfriend suddenly went. And he of course is not hurt. There you

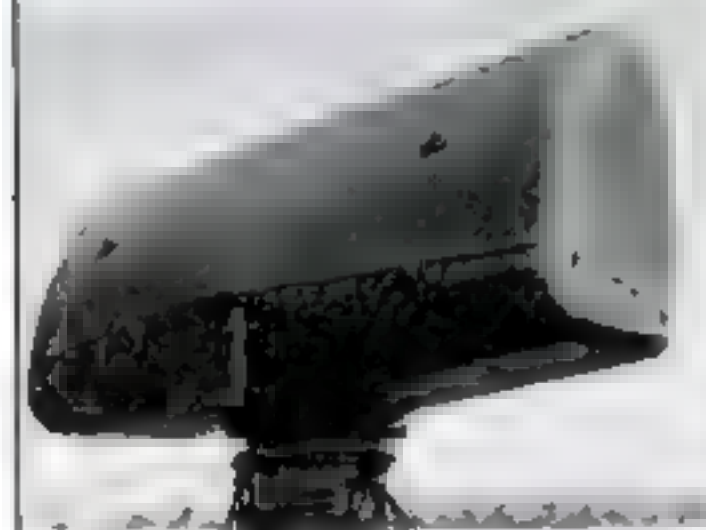
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Bell Telephone scientists working on Nike-Hercules missile guidance system

## HOW NIKE-HERCULES FINDS ITS TARGET



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Under development is Nike-Zeus, which is designed to intercept and destroy enemy missiles approaching at fantastic speeds.

In addition, a radio-inertial guidance system for the new Titan intercontinental ballistic

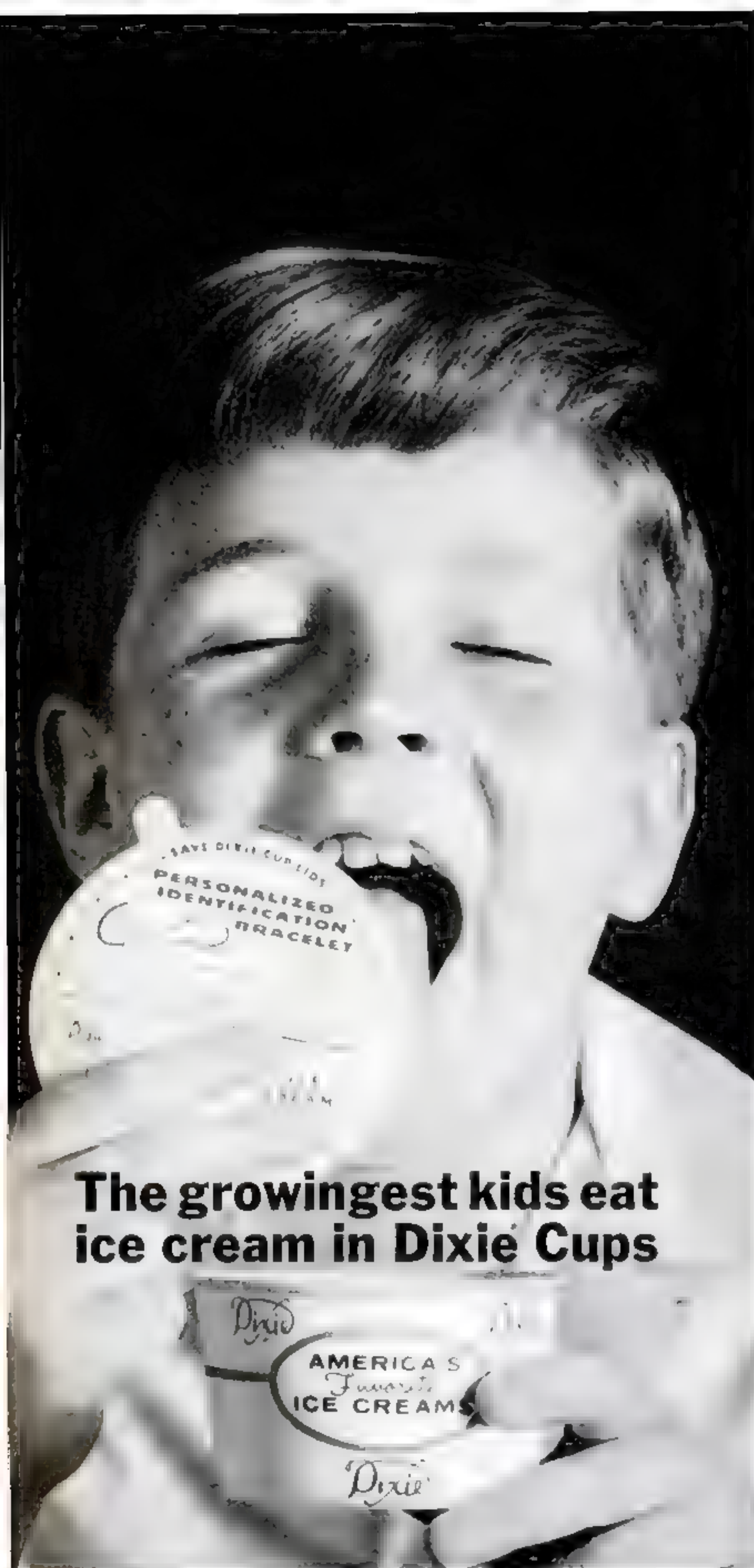
missile is being developed by the Bell System. In a recent test of this guidance system, a missile nose cone was recovered in the South Atlantic only hours after firing from Cape Canaveral, Florida, 5000 miles away.

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## HITCHCOCK CONTINUED

have it. The humor of her bewilderment dissolves the tension painlessly. Brief but vital. I will explain.

"Do you drive a car? How clever you are. Did you ever have a pedestrian run in front of your car, barely missing getting killed, and finally reach the curb safely? What was the first thing he did? Giggled in relief, I'm sure. That is the basic pattern—mounting suspense and then final catharsis in laughter.

"In arranging these matters for a movie it is highly important to steer far away from clichés. Suppose I need a situation in which someone is going to be murdered in a public place, a place where some sort of performance is going on. An obvious answer occurs: have the murder happen in a nightclub. But that answer is a cliché. Personally I would select the Metropolitan Opera House in New York. When the murder is to happen I would have the camera show the soloist about to attack the high note ending her song. She hits it, high and perfect—but with the utmost horror in her face. Why? She has seen the murder. A man in a box has been knifed to death. There is thunderous applause, for never before has she sung that high note so well. She wasn't singing at all, of course. She was screaming. But there you have the unexpected twist, complete with ironic overtone.

"In my new picture there is a scene which perfectly illustrates my theories. It is a sequence in which peril comes to the hero in a most unlikely place—in the center of some flat, peaceful, sunny farmland near Chicago, where it seems nothing can approach him unnoticed. Cary Grant plays a Madison Avenue advertising man whom foreign spies have mistakenly identified as a U.S. counterespionage officer. They lure him out into the country to meet someone. The audience knows he is in danger, but when he gets off a bus at a lonely crossroad, surrounded only by empty farmland, what can touch him? Finally a car comes down a side road, deposits a passenger and drives away. Grant asks the man if he's meeting someone. The man, a laconic farmer, says nope—he's waiting for a bus. It'll come along any minute. And it does. But as it slows down, the farmer says he just noticed something interesting—a crop-dusting plane which has started work half a mile away. 'Funny,' he says. 'That plane's dustin' where there ain't no crops.' And he gets on the bus.

"Now Grant is alone again. The plane flies over and starts buzzing and strafing him with a machine gun. He runs, dodges, throws himself in ditches. Suddenly the wide, sunny countryside is not a peaceful haven but a deadly open place in which the slightest shelter means life or death. Grant dives into a cornfield; the plane promptly flies over it, billowing deadly fumes that drive him back into the open. He tries to hail cars, but none will stop. Finally he stands before an oncoming oil-tank truck and forces it to stop for him. The plane makes one more pass at him, dips too low and crashes into the truck, bursting into flame. Motorists stop to see the fire. Grant is safe, but he must get back to Chicago. He steals a truck driven by one of the people who stopped and drives off in it. The scene ends rather humorously with the owner running after him, shaking his fist and yelling futilely—a brief chuckle for the audience.

"Those chuckles are important because they're harder to come by. We can't laugh at what we used to. For instance, when word got around that the chase-climax of this picture was to be shot around Mount Rushmore's presidential monuments, people wrote in angrily. They thought we'd have actors sliding down Jefferson's nose as a joke. We'd never dream of such a thing, of course." Hitchcock looked owl-ish as he said this. Then he sighed massively, "But it does show how morbidly sensitive we're becoming about laughter."



SCREAMING IN TERROR over all the violent adventures Hitchcock has thought up for him, Cary Grant goes running down a road yelling for rescue.





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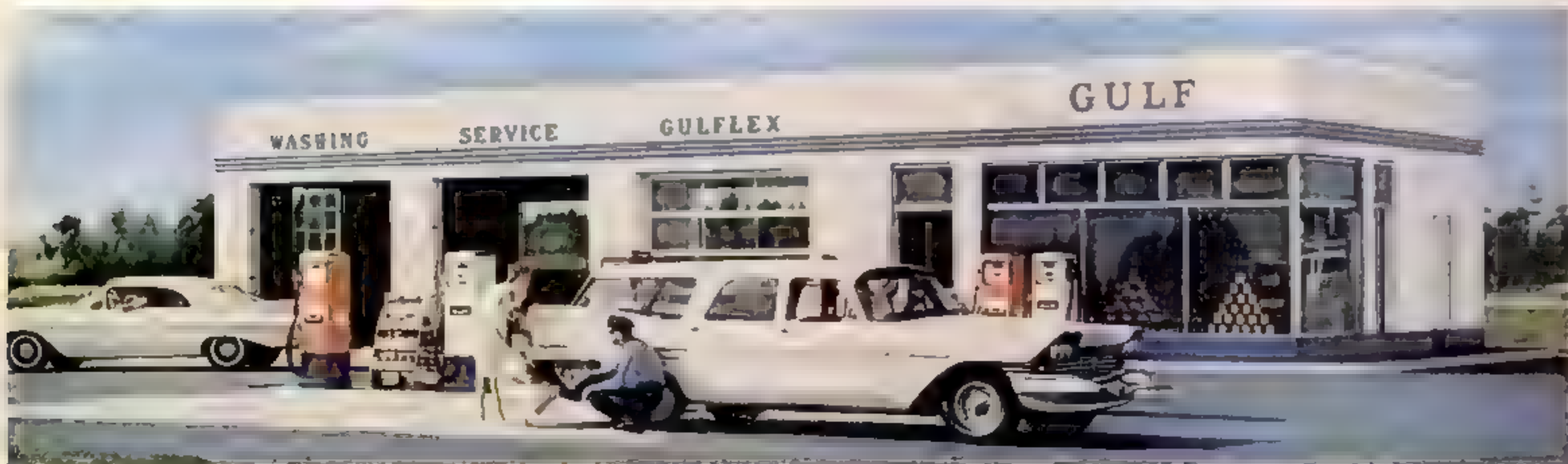
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# STILL MORE TROUBLE FOR OL' EARL LONG

Out of mental hospital, governor runs into personal feuds and federal agents

by TOM MARTIN  
TIME-LIFE Correspondent

**O**L' EARL LONG, the ungovernable governor of Louisiana, was rambling around his state last week and running into trouble at every turn. He had battled his way out of his third hospital in four weeks, a Louisiana state hospital in Mandeville, by using his powers as governor to fire medical officials until he finally got down to one who said he was sane. After Long was let out, he ran the state for a while from a Covington motel, vowing that the heads of his tormentors would roll. Then he retreated to his "little old pea patch" in Winnfield. After that he charged into New Orleans and its Roosevelt Hotel.

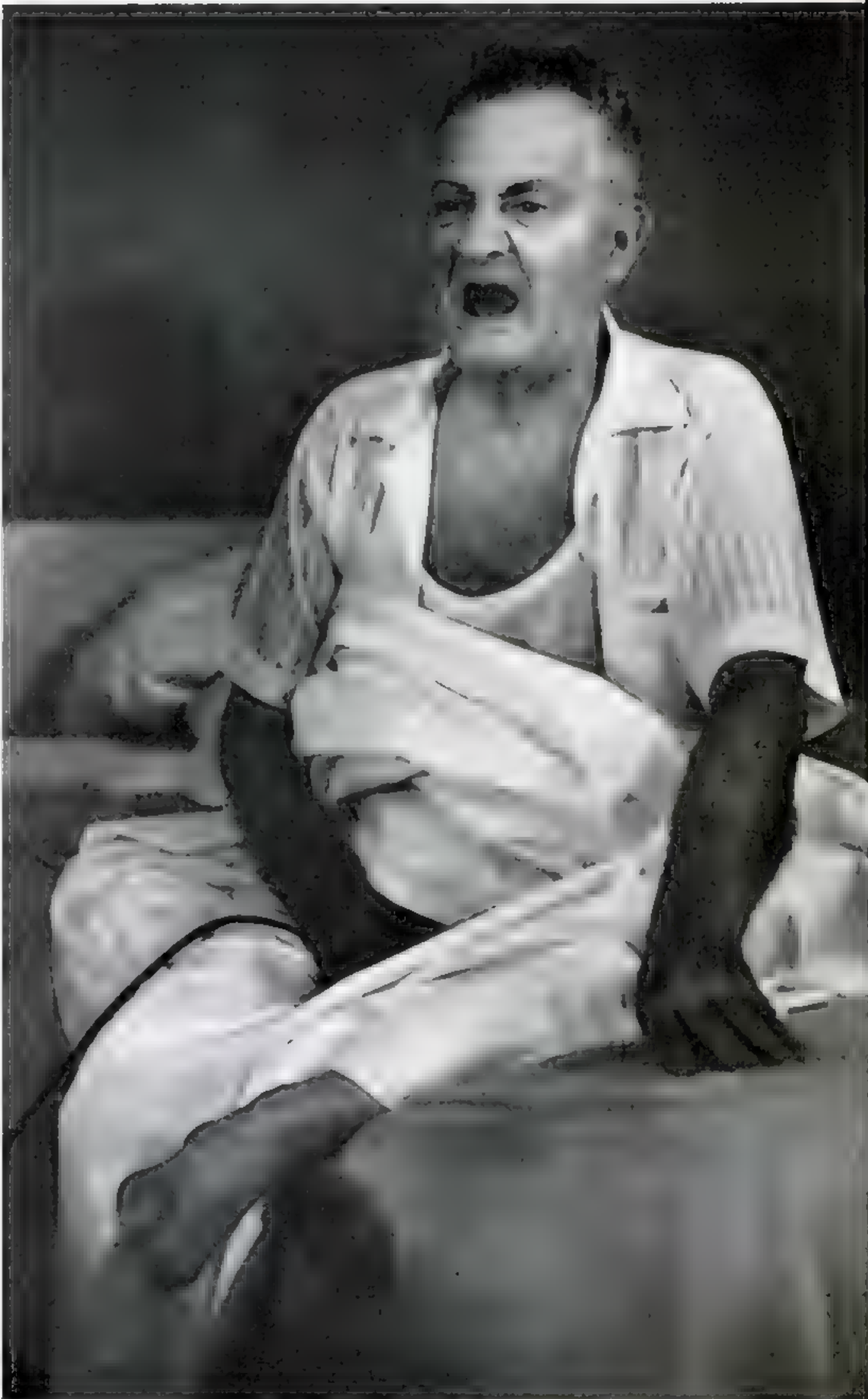
Long's face was contorted by his ailments and his frequent failure to wear his false teeth. His big eyes glared wildly. He walked in a sick shuffle and his voice had a hollow rasp. All the time his personal and political past kept popping up to plague him, to the point where Ol' Earl was bound to wish that he had stayed in the hospital.

The first thing to hit Long when he got out was a separation suit from his wife Blanche. She asserted that he had tried to kill her during his violent spells before he was first committed. Long sued right back for a divorce. In addition, he claimed that his wife had tried to hire a killer to get rid of him. A little later, Earl conceded that he didn't think his wife would do anything like that. But the divorce battle went on.

Getting into another personal wrangle, Long took out after his former public relations aide and good friend, Mrs. Cora Russell Schley. Mrs. Schley and her husband William had gained custody of a newly born baby girl some 11 months ago. However, the state welfare department had not yet formally approved the adoption. According to Mrs. Schley's lawyer, Camille Gravel Jr., Long called him at 5 o'clock in the morning and declared, "If I don't get Cora back, both she and her husband will be sorry." When Gravel told Long Mrs. Schley was on a vacation trip, Long is said to have exploded, "I'm the head of the welfare department and I'm going to see to it that she doesn't adopt that baby."

But a third personal feud that blew up a few months ago was causing Long the worst woes of all. He had fired Ollie Butler, an old crony who had been his combination bodyguard-messenger-chauffeur. When Internal Revenue agents, who have been studying Long's returns for years, paid a call on Butler, the result was described by one Louisiana attorney as "Talk about singing! That guy could qualify for the Metropolitan Opera." Last April Earl apparently became so worried about the investigation that he flew to Washington to get Internal Revenue to delay their follow-up on Butler's leads. But the tax agents refused, and last week the news of what they had discovered about Earl was beginning to leak out.

In New Orleans, the agents talked to millionaire businessman Louis J. Roussel. They asked about a visit that Roussel had made to



**HARASSED GOVERNOR.** without his teeth Long holds press conference in bed in Covington motel

He railed at his wife, suggested building two road systems, one for safe drivers, other for wild ones

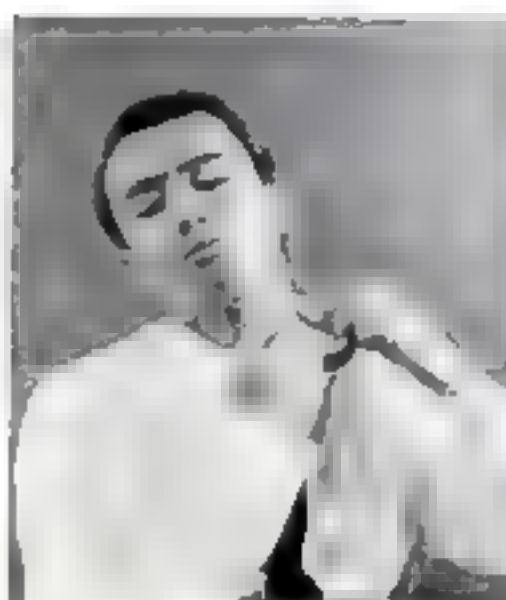
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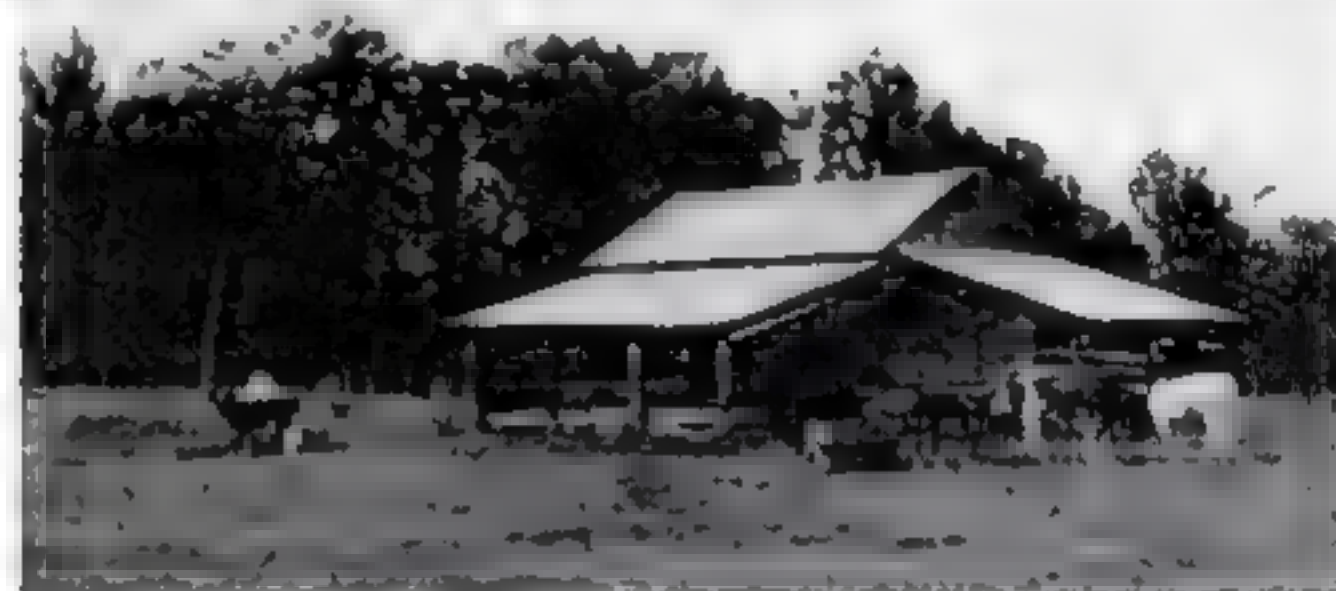
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AT THE "PEA PATCH," Long's Winnfield farm, he holds press conference on porch (top) and says the place only has "plug horses but it suits me."

## TROUBLE FOR OL' EARL CONTINUED

Long in July 1958 on behalf of local steamship interests. At that time, the state legislature had passed a bill to raise the fees collected by Mississippi River pilots, which would have cost steamship companies a good deal of money. Roussel recalled, "The governor was at his desk eating catfish for lunch when I walked in. I handed him an envelope and he didn't even look inside. He just threw it into a drawer and said, 'Sit down and have some catfish.'"

In the envelope, Roussel admitted, was \$5,000.

Other agents questioned Attorney Claude Duke, who had been a lobbyist for the steamship companies during the 1958 session. They asked whether Duke had given Long \$10,000 while the pilots' bill awaited the governor's decision. Duke said he had not.

The bill to raise the pilots' fees was vetoed by Long.

If Long is directly confronted with these charges, it is believed that he will insist that any money he received was a campaign contribution. A man who knows Earl well held out a more whimsical prospect. He suggests that when Earl is asked about the \$5,000 he might say that the other side offered him five times as much and "if

CONTINUED



UNDER QUESTIONING by federal agents checking on Earl Long, Louis Roussel (left) supplied evidence while Claude Duke (right) furnished none.



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**MYSTERY CALLER**, a brunette who covered her head with a blue kerchief when she came out, was among visitors to Long at the Covington motel.

### TROUBLE FOR OL' EARL CONTINUED

he was crooked he at least didn't sell out to the highest bidder." Neither of these explanations promised to be helpful to Long's future.

Hardly had the investigation hit when personal matters started bothering Earl once more. After she finished her performance in New Orleans' French Quarter, a demonstratively endowed stripper named Blaze Starr (p. 85) slipped into the Roosevelt Hotel with one of Long's lieutenants. Blaze blubbered at the mere mention of the governor's name, said that she felt enormously honored to be admitted to his presence occasionally and declared, "I think that he is one of the finest men alive."

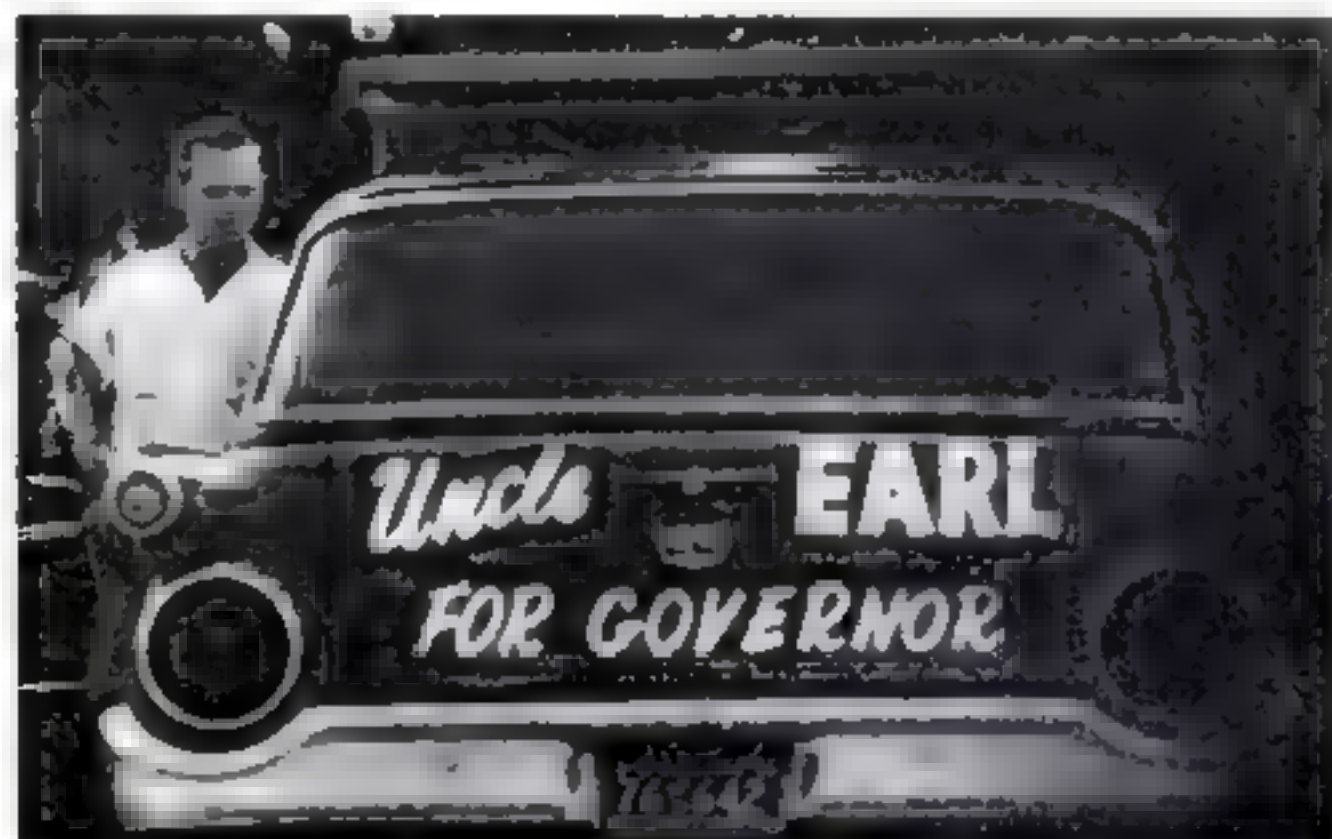
Blaze explained that she had met the governor some time ago when he came to see her act. Long had invited her to his table. When he left, Blaze had written a few tender words on a publicity picture of herself and Long had put the picture in his pocket.

"You know what happened?" Blaze said with a toss of her titian hair, "Mrs. Long found the picture. It was all perfectly innocent but she didn't like it."

Long's reaction to this episode was not recorded. He was too busy with other plans. At the end of the week, he was all set to start stumping the state in a bid for re-election even though six doctors had warned him that his failing heart was not equal to the strain.

One of the psychiatrists whom Long had overridden earlier said with a shake of his head, "The men who let him out of the hospital signed his death warrant. If he goes on the stump, he won't live through it."

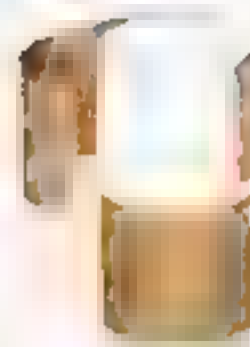
But whether he goes on the stump or not, there seems little chance that Earl's political career can live through the scandals that were piling up in his path.



**READY FOR CAMPAIGN** that Long insisted he would make, station wagon converted to sound truck brought mystery woman (top of page) on her call.



# WHAT MAKES NEW DUAL FILTER *Tareyton* SUCH A RINGING SUCCESS?



## PURE WHITE OUTER FILTER

Tareyton's remarkable *Dual Filter* filters as no single filter can. You get a pure white, highly efficient *outer filter*.



## PLUS... ACTIVATED CHARCOAL

in an *additional, exclusive inner filter*. It has been definitely proved that ACTIVATED CHARCOAL makes the smoke of a cigarette milder and smoother.



makes *Dual Filter Tareyton*. You can have no better guarantee of the pleasure that comes only from the finest tobaccos. Remember—"Tobacco is our middle name."



## THE TAREYTON RING MARKS THE REAL THING!

The real thing in *mildness*—in fine tobacco *taste*! For that unique *Dual filter* does more than give you high filtration. It delivers the full range of tobacco flavor!

## BRIGHT NEW PACK

That's what to look for today—for a whole new experience in filter smoking! Better still, pick up a carton!

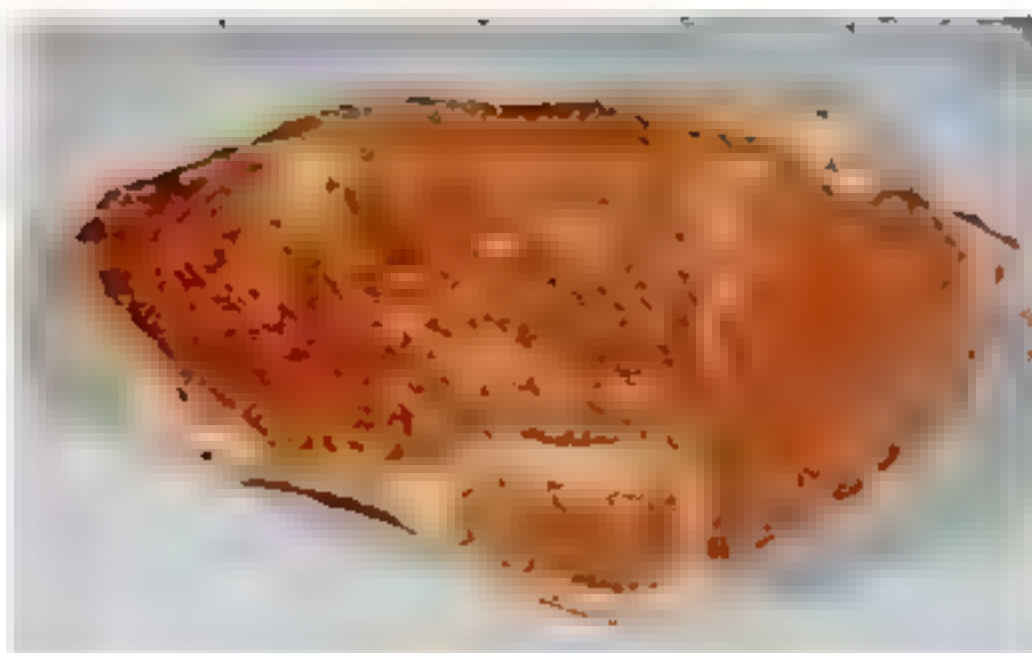
**POPULAR FILTER PRICE!**

GET THE REAL THING IN MILDNESS... IN FINE TOBACCO TASTE!





## HOW TO SHARPEN A STEAK WITH A SMOOTH COLLINS



Ask your wife to wheedle the best 3½ lb. sirloin tip (well-marbled) from the butcher. This is a tapered piece and compact for the grill. Next, ask your liquor store for that smoother, drier, 94 proof gin, Seagram's.



Now to season the beef: Mince two cloves of garlic, add ½ teaspoon freshly ground pepper, a dash of cayenne, ½ tsp. ground cloves and 2 tablespoons of wine vinegar. Mash well with back of spoon and then rub into meat.



Place steak in shallow bowl. Splash on ¼ cup olive oil. Turn meat to coat all sides. Cover. Keep at room temperature 2 hrs., turning occasionally. Start fire early! It takes ¾ hr. to burn down to required hot grey coals.





One whiff of this super steak will be enough to stampede the neighborhood. And to hone appetites to an even sharper edge, make a covey of Tom Collinses with Seagram's gin, the world's improved gin. Its higher 94 proof dryness is in complete collusion with smoothness, hence it is the perfect, rounded, authoritative spirit for blending character into long drinks.

FREE: 36 PAGE BARBECUE COOKBOOK. WRITE SEAGRAM DISTILLERS CO., BOX 201, NEW YORK 36

## SEAGRAM'S GOLDEN GIN

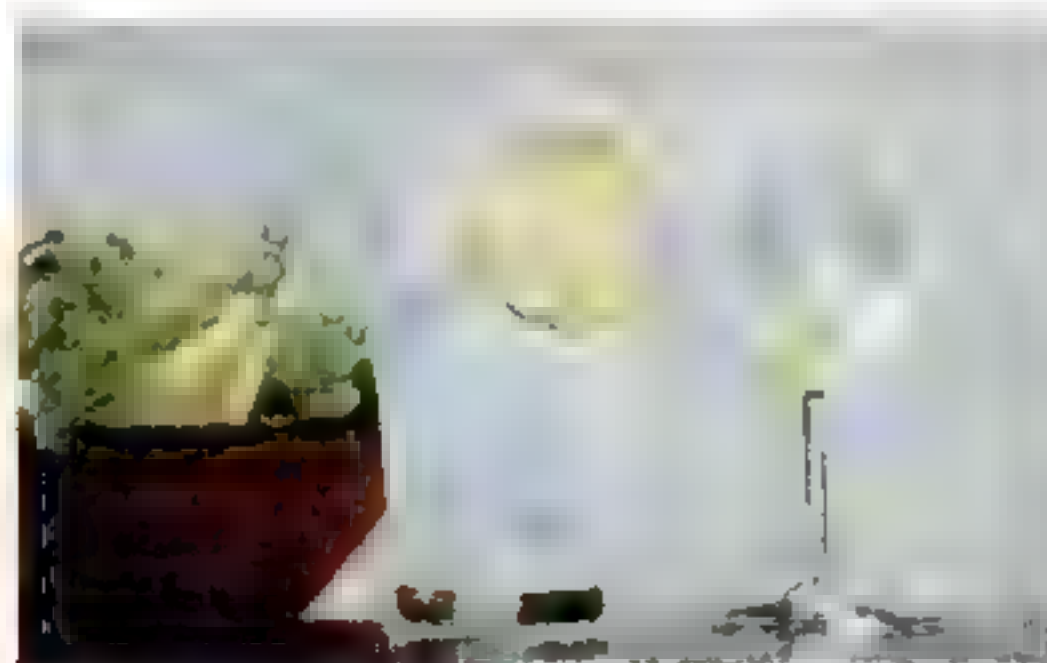
HIGHER 94 PROOF AT NO EXTRA COST



Place sirloin 5" above coals; turn often to grill all sides. (Total time: 45 min. to 1 hr.) Now fend off famished guests with drinks made with Seagram's, the gin that combines smoothness with 94 proof dryness.



Now for the secret of tender slices: Choose a sharp, straightedge slicer. Place meat flat side down and cut across grain in thick diagonals. Meat should be pink and juicy. For well-done, grill slices 30 seconds each side.



This recipe serves 6 to 8 (any leftovers make wonderful cold sandwiches). Of course, the refreshments will abet total plunder, for Seagram's has a crackling dry tang that blends appetite appeal into any gin drink.





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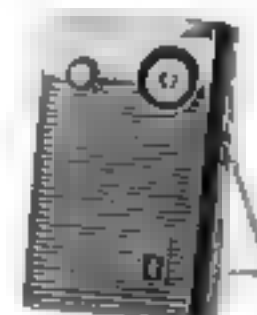
**EARL'S FRIEND.** Blaze Starr dons gauze for a bucolic bump during weekend in the country. Usually she stars indoors on New Orleans' Bourbon Street



## IT'S A ZENITH— *all-new, super-sensitive—* YET IT'S ONLY \$39<sup>95</sup>\*

Announcing the Zenith Americana, an all-new, compact, all-transistor radio that's super-sensitive, extra-powerful, with rich full tone quality. This new and elegantly styled radio is precision engineered in the famous Zenith quality tradition. Super-sensitive long-distance circuitry brings in stations sharp and clear. Push-pull amplification, for greater efficiency, greater power output. Operates on low-cost flashlight batteries. Attachment for private listening optional. In luxury black, tan or white, richly accented with Roman Gold trim, the Zenith Americana, Royal 250, only \$39.95\*.

**New! The Zenith Statesman**—deluxe styling in an all-new Zenith quality pocket-size radio. Precision Vernier tuning for easy, on-station tuning. Strong audio output for high volume without distortion. Attachment for private listening optional. Choice of four distinctive two-tone color combinations, the Zenith Statesman, Royal 275, only \$49.95\*.



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\*Manufacturer's suggested retail price, less batteries. Prices and specifications subject to change without notice.





IN PLEASANT CANADIAN FARMLAND, GUNS AND SUPERSTRUCTURE OF U.S.S. "MACON" POKE UP ABOVE TREES LINING WELLAND CANAL, ONCE USED CHIEFLY BY

# SEAMANSHIP IN THE

For farmers in their fields near Thorold, Ontario, it was an unbelievable sight—a warship, bristling with guns and steaming through the trees. For the U.S. Navy it was a unique exercise in seamanship. The St. Lawrence Seaway had just been opened, allowing big ocean-going ships to sail all the way from the Atlantic to

Chicago. The Navy was helping celebrate the event by sending a fleet of 28 ships and submarines over the entire 2,200-mile route. The biggest ship was the heavy cruiser *Macon*, commanded by Captain Joseph Wylie. Its passage, shown on these pages, was a rare spectacle.

Captain Wylie's cruiser is a giant: 6.4 feet,

11 inches long and 73 feet, 4 inches wide. His job was to thread her like a needle through a series of shallow channels, sharp bends, twisting currents and canals so narrow that he would have only about two feet to spare between his ship and the concrete lock walls. No one had ever tried such a feat of seamanship





FRESHWATER SHIPS GOING BETWEEN LAKE ONTARIO AND LAKE ERIE, BRIDGE WHERE CAPTAIN STANDS IS JUST ABOVE AND TO RIGHT OF TREE IN RIGHT CENTER

# LOCKS

**On a tough cruise through the seaway, U.S. Navy provides unique spectacle of a fleet in the fields**

before. Wylie knew he could look like a hero if he made it and like a fool if he made one false move and got the *Macon* stuck.

In preparation for his ordeal Wylie went through the course first on another ship to get the feel of the currents and watch how the locks worked. He cut 26 feet off *Macon's* main

mast so he could slip under obstructions and unloaded 2,000 tons of fuel and ammunition so he would not ride too low in the water. Then for four grueling days Wylie stood on his bridge, peering and measuring and holding his breath. He slid carefully past cows, over highways and under bridges. And finally, without

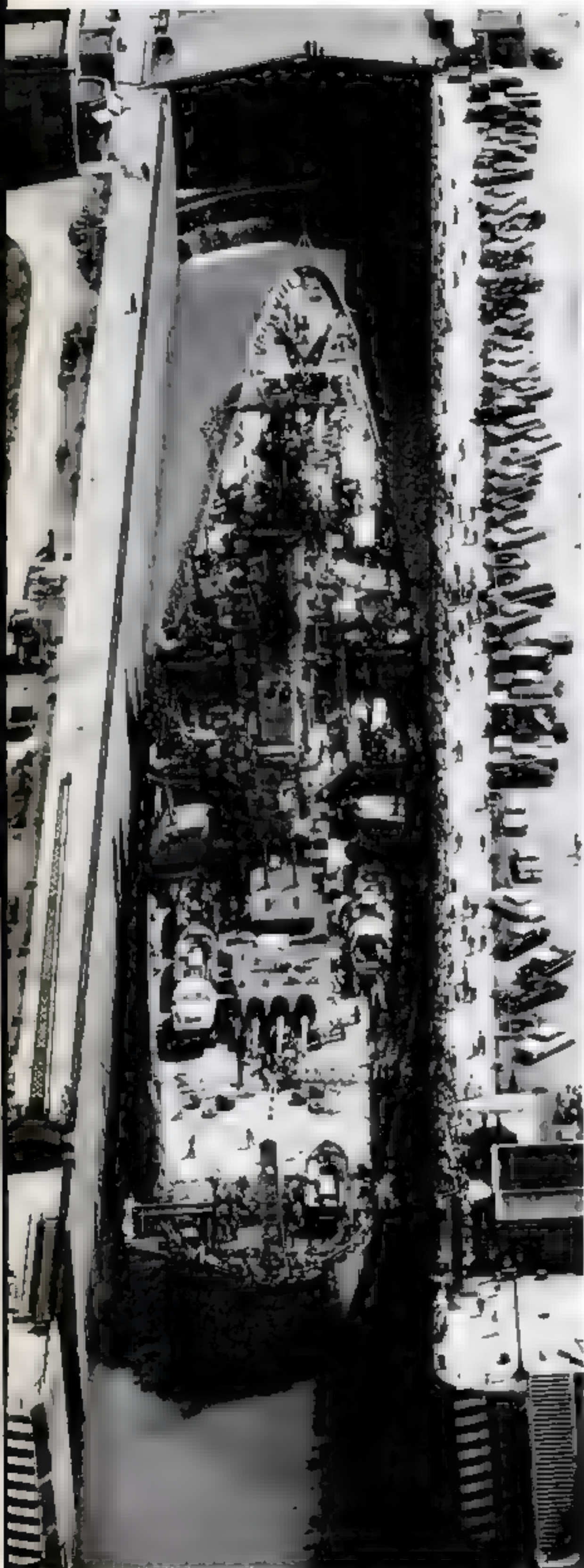
putting so much as a scratch on the *Macon's* hull, he steamed proudly into Chicago.

But Captain Wylie wasn't through yet. After a month of cruising around the Great Lakes with the other U.S. Navy ships, he will have to face the same obstacle course all over again as he worms his way back to the Atlantic.



SEAWAY CRUISE CONTINUED

## ANXIOUS EYES TO GAUGE A SCANTY FIT

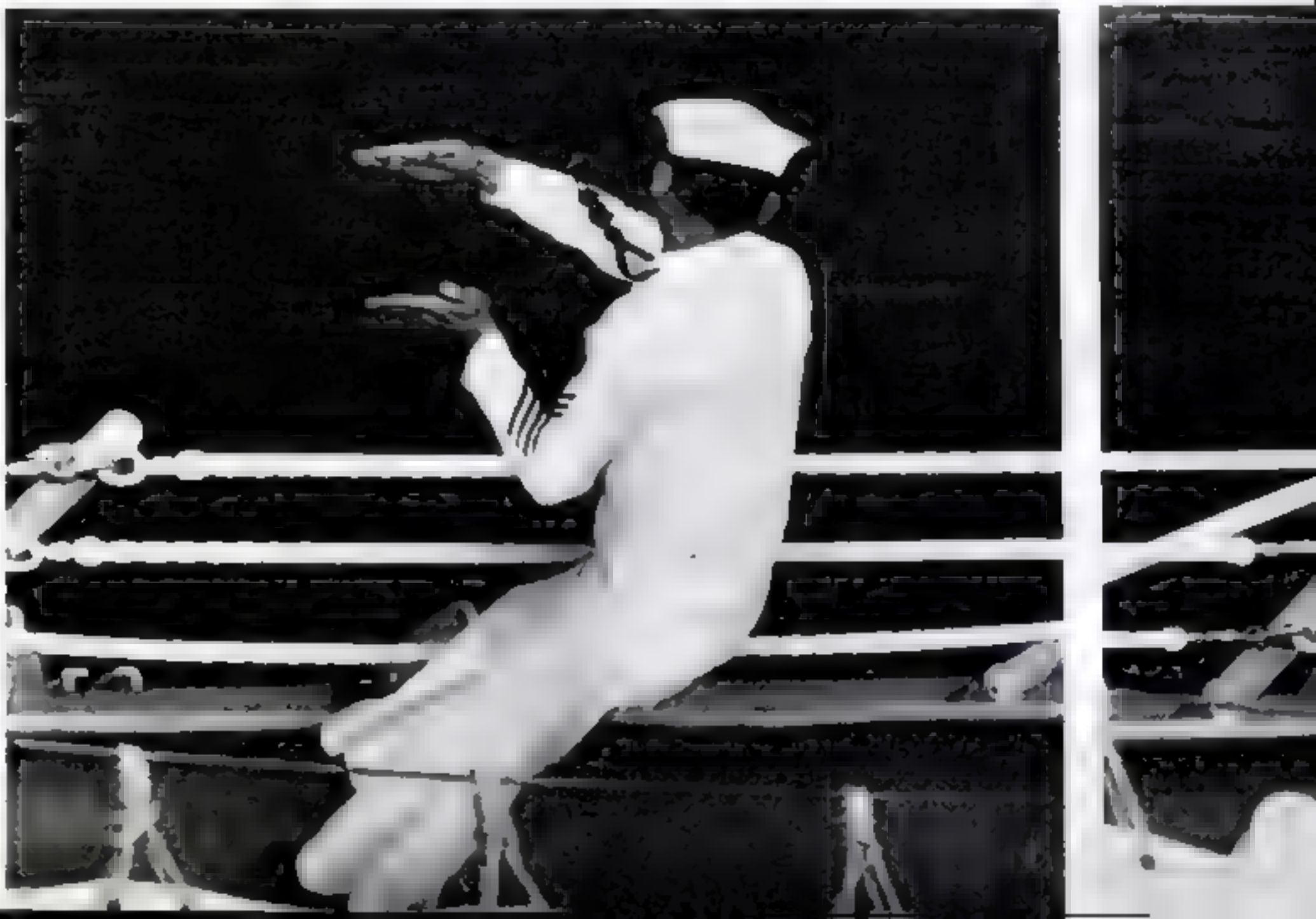


**TIGHT SQUEEZE** for the *Macon* comes in Welland lock which is only six feet wider than the cruiser.



**AIMING HIS SHIP** like a rifle, Captain White carefully squints across the sights of his bridge compass

to keep the *Macon's* bow pointed straight toward the center of a lock. As the ship enters the lock, it

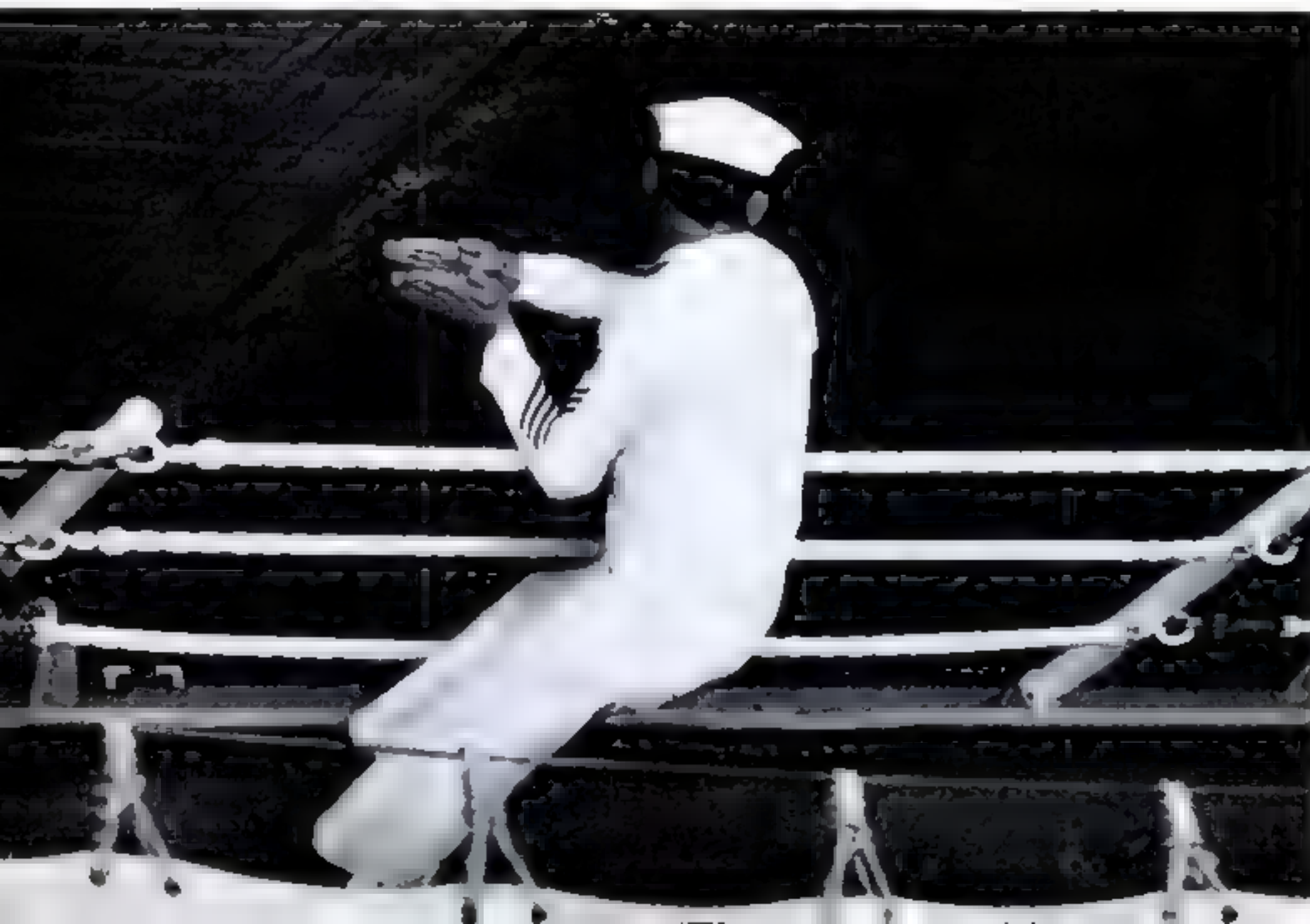






boatswain (*boats*), acting as a lookout, uses hand signals to let the officers on the bridge know how

close the ship is to scraping back wall. His hands show the ship was just in his away at one point



SHIP TO SHORE gap is bridged by Marine soldiers reaching out from gun position in toward back wall





**TENSE SKIPPER**, Captain Wylie angrily gives order to turn off a light which is interfering with his

sightings. "Tell the electrician to douse that light," he shouts, "or I'll have him fried for breakfast."

## THE SKIPPER'S STEADY VOICE TO CALL THE TURNS

During the difficult passage, Wylie stayed on his bridge for as long as 17 hours at a stretch, sorting out endless warnings from the ship's navigator, listening to advice from the experienced canal pilots who came aboard to help, and giving orders to the two all-important men who were actually steering the ship. These were Quartermaster 3/c Ada Worst and Seaman Kenneth McCage. Wylie had picked them after considerable testing because they proved to have the steadiest hands at the wheel and the most sensitive feel of the ship. "They are two guys I trust," he says, "who have got a precious intuitive sense, a prescience."

Neither McCage nor Worst, who took turns spelling each other at the wheel, could actually see where the ship was going from their position in the wheelhouse. All they could do was keep their eyes focused on their compass and their ears open for the orders the captain relayed down to them through a tube from up on the bridge. Then they had to move the wheel just enough to stay on the captain's course. Wylie is known aboard the *Macon* for a flaring temper and he lost it (above) once or twice. But to keep from rattling his steersmen, his words to them were gentle and often far from nautical.

"It's been a long day, hasn't it, Worst?" he said as *Macon* approached a treacherous spot.

"Yes, sir," said Worst.

"We're coming into a wild current now, Worst. You'll probably begin to feel it pushing against the bow before I will. Call out if she starts turning."

"Feel it a little now, sir," Worst called.

"Good boy. All right, now give her just a little right rudder . . . . Not too much . . . . That's good."

And later, to McCage, the captain sounded similarly soothing as *Macon's* stern began to swing to starboard.

"Right just a hair, Mac . . . . That's it, she's coming around. Just a shade more . . . . God bless you, Mac. That's right on the button."



**STEERSMAN WORST**, veteran of World War II, keeps steady hand on wheel as he watches compass.



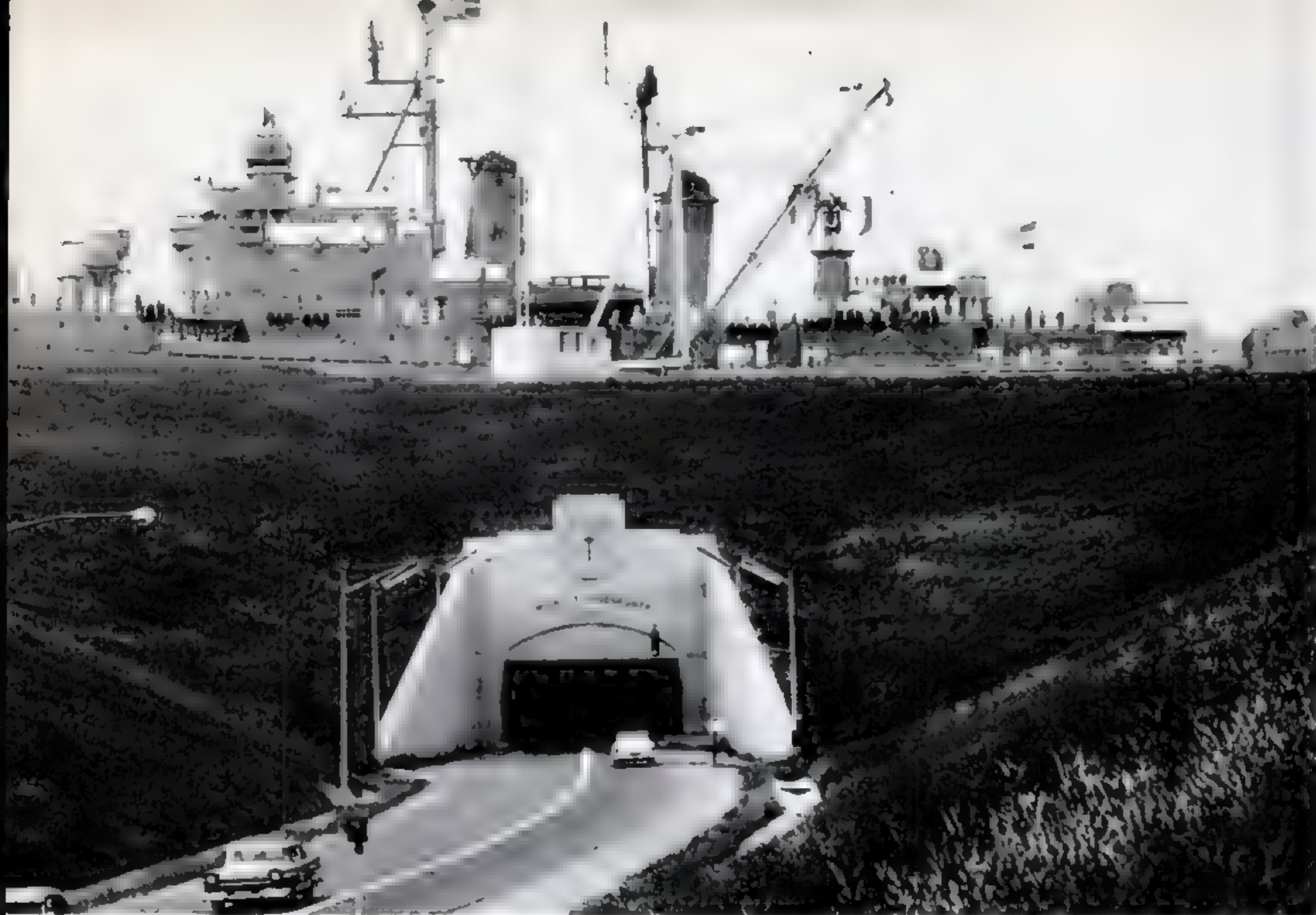
**STEERSMAN McCAGE**, comparative novice at job, showed natural feel for wheel despite inexperience.



**SAILING THROUGH OVERPASS**, destroyer *W.A. Lee* rides over tunnel which routes traffic under







Eisenhower Lock of St. Lawrence Seaway. Lee had Admiral E.B. Taylor aboard, served as fleet flagship.

PASSING CONTENTED COW, the cruiser *Maron* proceeds slowly between Locks 1 and 2 of Welland

Canal in Canada. During cruise ship negotiated 15 locks which raised it total of 572 feet above sea level.







**FIVE SHIPS ARE VISIBLE** in the stair-step locks of the Welland Canal. Taken with a telephoto lens, the picture is fore-shortened and makes the ships appear closer together than they are. On top step at right is the cruiser *Macon*, which has

been lifted 138 feet above the canal. In the lock below, three cruiser ships are being lifted up. One of these, the submarine *Sablefish*, is ladder by the bigger ships. At left are two freighters, headed in either direction ascending or locks,





The Ford Galaxie Sunliner (above) is one of today's top performing motor cars. Like 35 other great makes of cars, Ford uses Champions.

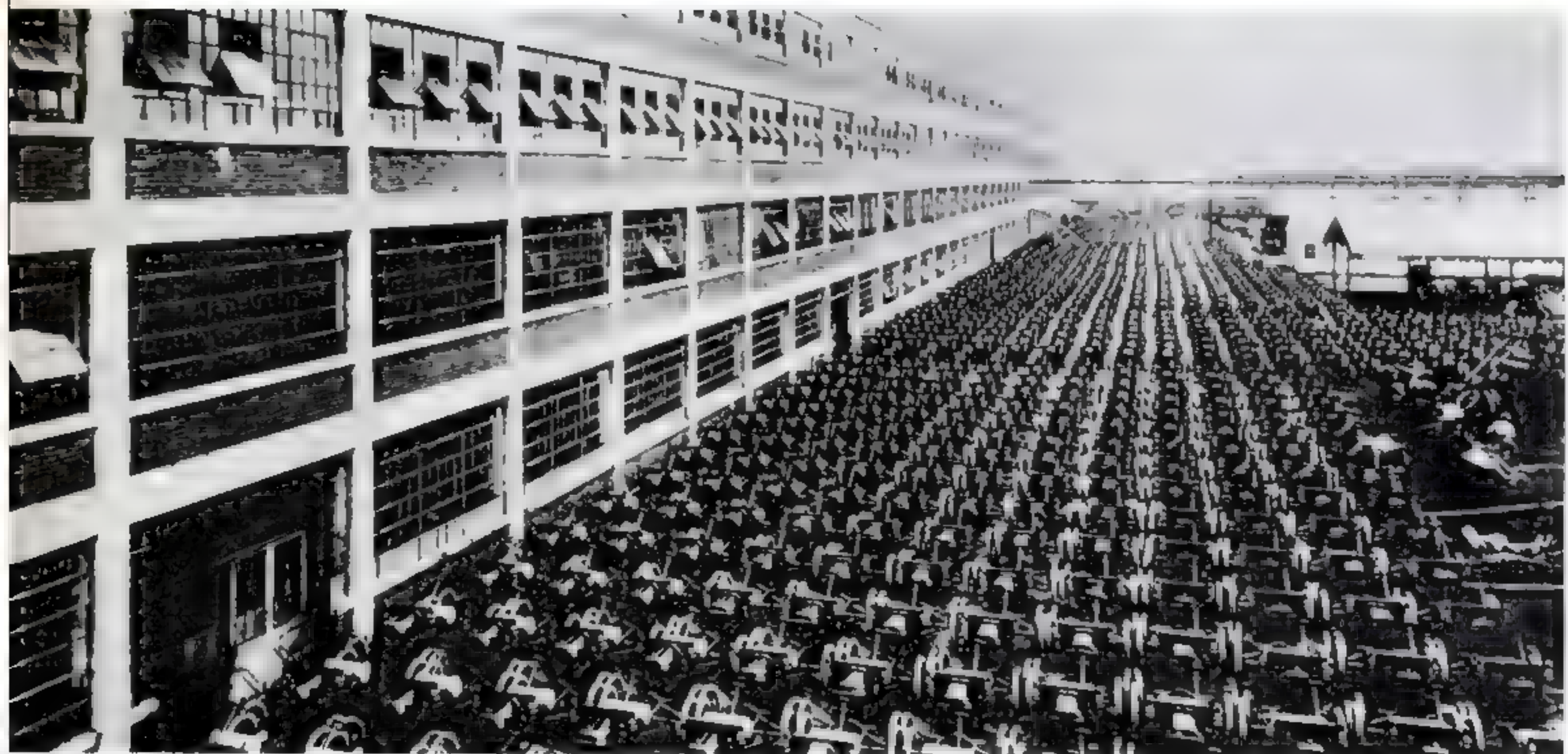
- Q. Why do over *twice* as many car makers specify Champions?
- A. These experts know that Champion is the *performance* spark plug. To get top performance and economy in your car, put in new Champions every 10,000 miles.



*World's favorite spark plug—engineered for every car built by Ford Motor Co., General Motors, Chrysler, American Motors, Studebaker-Packard and every major foreign maker*

**CHAMPION**





ONE DAY'S OUTPUT OF CARS WAS LINED UP OUTSIDE PLANT IN HIGHLAND PARK, MICH. AFTER HENRY FORD DEVELOPED TECHNIQUE OF MASS PRODUCTION

# A SECOND U.S. REVOLUTION THAT SHOOK ALL MANKIND

**An astute foreign critic reappraises Henry Ford's bold innovations**

by R. L. BRUCKBERGER

*Next week Viking Press will publish an incisive, thoughtful commentary on the U.S. by an author who has been compared to such other notable foreign observers of the American scene as De Tocqueville and Bryce. Entitled Image of America, it was written by a French scholar and priest, R. L. Bruckberger. The following article has been adapted from the book.*

**F**OR more than three centuries now, while Europe has been slowly disintegrating, a society has been in the making in America, based on the same religious, political and cultural principles that built Europe. And now, once again, these principles are being put to the test. I am not an American citizen; I shall never become one. Nor am I wedded to America. There is no such thing as unqualified admiration for any country. But I am not wedded either to the slanderous clichés about America circulating throughout the world today. America, I am convinced, has found answers to some of the problems that most torment Europe's conscience, and found them with no disavowal of the European heritage.

The great revolution of modern times, the only one that has essentially changed the forms of society, was carried out, not by Russia, but by America, without fanfare, quietly, patiently, and laboriously, as a field is plowed furrow by furrow. I consider 1914 a momentous year in history, but not because it evokes the tocsin and the war. For me, 1914 will always be the year in which Henry Ford, by establishing the eight-hour day and more than doubling wages at one stroke, finally freed the worker from "proletarian" servitude and lifted him above the "minimum subsistence wage" in which capitalism had thought to imprison him.

That was the year when Henry Ford made the worker a customer on the market. That was the year when he launched the first large-scale assembly line, thus paving the way for a new economic and social structure which was to be the American corporation. That was

the year when he took the automobile out of the luxury class and made it a basic necessity. That was also the year when the opening of the Panama Canal linked the two greatest oceans and brought New York incomparably closer to China, and San Francisco to Europe. That was the year when America passed the Clayton Anti-Trust Act which solemnly recognized the fact that the labor of a human being is not a commodity or an article of commerce. This law crowned 25 years of bitter struggle on the part of the American workers against the capitalist position that man's work is a commodity to be bought and sold—to be disposed of but not to dispose of itself.

## A change of scenery

**T**HE year 1917, on the other hand, no longer fills me with the slightest awe. I have long since ceased to believe that what we call "the Russian Revolution" should be dignified with so noble a word as revolution. I have long since ceased to believe that those famous 10 days actually shook the world. In my opinion the world would still be very much what it is, had that revolution not taken place. If Milovan Djilas is right, as the verdict of history may well prove, 1917 stands for no more than a palace revolution in a country which has seen many others, a palace revolution which substituted a red czar for a white one. It was only a change of scenery in the same theater and for the same play.

America's latter-day revolution, which eliminated capitalism as the basis of a society and substituted an entirely new social structure, was first brought about in actual economic practice before being legislated into the law. It was worked out painstakingly, it was experimentally tested and proved, and now at long last it is here. In the economic and social realms America has unquestionably emerged from capitalism without ever having had recourse to witchcraft or magic and





**THE AUTHOR.** R. L. Bruckbarger, stands in a cafeteria near Athens where he has been pursuing his studies. Trained as a Dominican priest, Bruckbarger served in

World War II as Chaplain General of De Gaulle's Free French forces, later spent eight years in the U.S. Catholic hierarchy and now teaches a theology book





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"Murine goes everywhere with me—even in my golf bag. I'm always ready to soothe and refresh my eyes whenever they feel tired or are bothered by wind, dust or watching those putts." You may not play golf as well as "Slammin'" Sam Snead but you'll find Murine is just as comforting to your eyes. Keep Murine handy to soothe your eyes and so relax tension.

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OLD VIEW OF CAPITALISM, showing it as an unrestrained brute that destroys both law enforcement and decency, appeared in a *Puck* cartoon in 1909.

## SECOND U.S. REVOLUTION CONTINUED

without having confused economics with literary myth, the drama or even politics.

The American is neither a reformer nor a "revolutionary" in Lenin's sense of the word. The American is an experimentalist and a persistent believer in the doctrine that man can improve his world. It is in this sense that the American is authentically revolutionary and that his revolutions, founded as they are upon a solid basis of facts, go further than our revolutions in Europe. They are carried out slowly, but they are carried out to the end. The American economic and social revolution is the only revolution in modern times to have achieved its aim.

"You see," Thomas Edison said in 1912, "getting down to the bottom of things, this is a pretty raw, crude civilization of ours—pretty wasteful, pretty cruel, which often comes to the same thing, doesn't it? And in a lot of respects we Americans are the rawest and crudest of all. Our production, our factory laws, our charities, our relations between capital and labor, our distribution—all wrong, out of gear. We've stumbled along for a while, trying to run a new civilization in old ways, but we've got to start to make this world over."

### Stirring and dangerous times

EDISON'S words were not in themselves revolutionary but they sounded the unmistakable premonitory note of revolution. There are moments in history when it becomes all too evident that a civilization has run its course. What is to come, or how it will come, may not be very clear, but it is clear enough that society is about to undergo a violent change. Those are the stirring and dangerous times when nations stand uncertain at the very brink of disaster: they can take the road to progress, they can create and dare, or they can fall into chaos, madness and suicide. Sometimes their choice is made by one man alone. Lenin chose for Russia, as, in part at least, Henry Ford chose for America. I do not claim that America would have chosen a different road had there been no Henry Ford, but Ford gave America the impetus to move faster and he saved it considerable time.

In 1912 capitalism in America, as in Europe, was still developing along traditional lines, hungry for profit, preoccupied with production, engaged in weathering the successive crises that shook it and pitilessly exploiting labor. America had won industrial independence from Europe but still formed an integral part of the



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"Miracle Finish" Cars  
Tested And Proved In Death Valley  
You Can Turtle Wax Your Car  
Yourself Quickly and Easily  
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## Shrinks Hemorrhoids New Way Without Surgery STOPS ITCH—RELIEVES PAIN

For the first time science has found a new healing substance with the astonishing ability to shrink hemorrhoids and to relieve pain—without surgery.

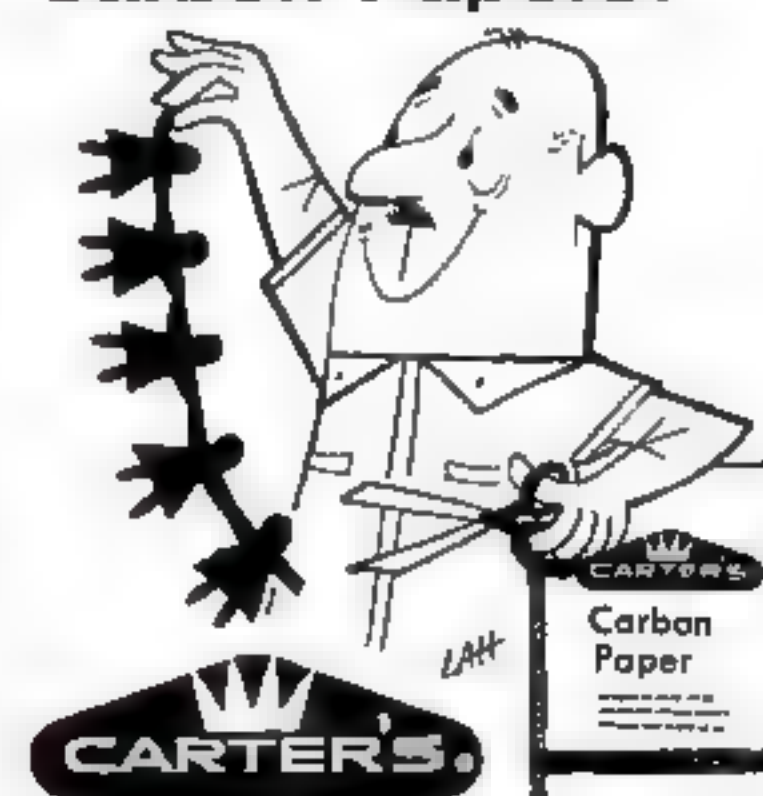
In case after case, while gently relieving pain, actual reduction (shrinkage) took place.

Most amazing of all—results were so thorough that sufferers made astonishing statements like "Piles have ceased to be a problem!"

The secret is a new healing substance (Bio-Dyne)—discovery of a world-famous research institute.

This substance is now available in suppository or ointment form under the name *Preparation H*. Ask for it at all drug counters—money back guarantee.\*

## I GO FOR CARTER'S Carbon Papers!



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CONTINUED



# Charlie Perkins

## How wage hikes and taxes threaten your job

"Walk into nearly any store with the idea of buying something.

"You'll see products from abroad right alongside our American-made ones. Nails, woolen and cotton fabrics, dinnerware, sewing machines, cameras, bicycles, cars and watches are some of them. And practically in every case, the imports cost less.

"Foreign manufacturers compete sharply now with our own industries. And they do so *without* two handicaps every American business faces today.

"One: Wage hikes *not* based on increased productivity. These result in continually rising prices for U.S. consumers and ever-mounting production costs for our manufacturers.

"Two: Growing taxes. Each year taxes take more of industry's dollars. This, too, is reflected in higher prices to the consumer.

"It makes you wonder. If we price ourselves out of world markets, what's next? If we don't stay competitive, isn't that the same as pricing you and me and all of us right out of our jobs?"

\* \* \* \*

Charlie Perkins, Manager of our Purchasing Department, points up some cogent facts.

In five years U.S. imports climbed 77% while our exports rose only 27%. In 1958 our exports were one billion dollars below 1957.

Unearned wage increases and ever-mounting taxes could reduce us to second-rate status among nations—with a *real* unemployment problem here at home.

YOUR COMMENTS INVITED. Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.



# Union Oil Company OF CALIFORNIA

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



## Get after Athlete's Foot *FAST!*

### BEFORE THIS—



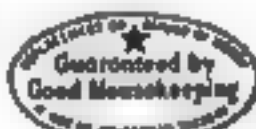
Raw, red cracks between the toes, itching or peeling are the first signs of Athlete's Foot. At this early stage, Athlete's Foot is easy to treat—if you act fast!

**Absorbine Jr. kills 100% of Athlete's Foot fungi in laboratory test tubes in less than 5 minutes!**

That tingling sensation you feel tells you liquid Absorbine Jr. is busy killing all the fungi it reaches—even in tiny cracks.

For a famous laboratory grew millions of Athlete's Foot fungi in test tubes and reported every single one killed by Absorbine Jr.!

And in carefully controlled clinical tests on patients, doctors reported Absorbine Jr. brought successful relief to the great majority of sufferers. Absorbine Jr. also comes in familiar family and hospital size bottles. At all drug counters.



### BECOMES THIS!



Left untreated, Athlete's Foot fungi burrow, spread. In advanced stage, like ringworm of the foot above, see your physician or podiatrist.



New bottle ends risk of spreading Athlete's Foot. Simply dab Absorbine Jr. on infected area with sponge tip. No drip... no mess... you treat Athlete's Foot without touching it with your hands.

**America's No. 1 Formula for Athlete's Foot**  
**Absorbine Jr.**  
W. F. Young, Inc., Springfield, Mass.

## If You Want To STOP SMOKING Mickey Mantle Tells How!



Mickey Mantle, famous American League ball player, says: "Bantron has been a great help to me. It's so easy and pleasant to take. I am confident it will help anyone who wants to stop smoking."

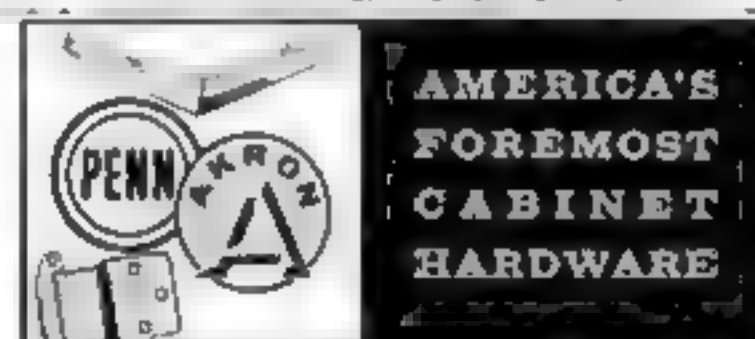
Bantron is a safe, new product, developed at a great American University, that has helped thousands stop smoking. In a series of clinical tests, published in a leading Medical Journal\*, scientists reported that 4 out of 5 men and women who wanted to quit smoking stopped within 5 days when they took Bantron.

And the Bantron way is so easy and pleasant! Just take 3 Bantron tablets a day, after meals, for four days. Then only 2 a day until all desire to smoke leaves you. 80% are "Free" in 5 to 10 days.

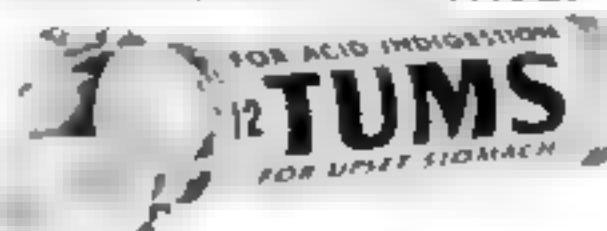
Taken as directed Bantron is perfectly safe. It acts as a substitute for the nicotine in your system which gives you a craving for tobacco. Now at drug stores without prescription. Price \$1.25. Also available in Canada.

**Bantron**  
Smoking Deterrent Tablets

\*Copies available to doctors on request. Write Campana Corporation, Batavia, Ill.



**acid INDIGES tion?**  
**KEEP YOUR TUMMY UNDER TUMS CONTROL!**



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"Magic Tissue"  
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• Sanitary  
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## SECOND U.S. REVOLUTION CONTINUED

capitalist system. Adam Smith, Ricardo and Malthus had defined that system, and Marx, accepting their definition as a postulate, had denounced it. In this system money was king, money alone made the laws. Money dominated the market and the fate of the working man. In Europe the movement toward social emancipation was to be interrupted, betrayed and shattered by the First World War, and then profoundly corrupted by the October Revolution of 1917. In America the condition of the worker was, if possible, even worse. Trade unionism, violently attacked by management and helpless in the face of existing laws, was unable to formulate its aims, let alone organize and unite. The mass immigration of recent years had flooded the continent with wretched, illiterate workers who were defenseless against the worst kind of exploitation and ripe to become a Marxian proletariat with "nothing to lose but their chains." Then came Henry Ford.

The difficulty in evaluating Ford is that most of his methods, in his own country at least, have been so generally adopted that people no longer realize how enormously original they were and how extraordinarily fruitful they have been. As Professor Allan Nevins and Frank Hill wrote in their exhaustive treatise, *Ford: Expansion and Challenge: 1915-1932*, "If asked to define mass production, the ordinary citizen [in 1915] would have replied erroneously: 'It means large-scale production by the use of uniform interchangeable parts.' Indeed most people still confound mass production with quantity production, which is only one of its elements. Actually, as Henry Ford himself wrote, mass production is the focusing upon a manufacturing operation of seven different principles: power, accuracy, economy, continuity, system, speed and repetition. When all seven are used to make a car, tractor, refrigerator, airplane or other complicated commodity, then mass production throws open the door to plenty, low prices and an improved standard of living. Arming a people, in peace against want, in war against enemies, it becomes an instrument to alter radically the shape of civilization."

### The end of the craftsman

FROM the start, Ford's contemporaries realized the full import of this revolution in production. Clearly it meant the end of the craftsman and of manufacture by hand. It meant the end of a kind of luxury. It meant the end, or at least a postponement, of any preoccupation with esthetics in manufacturing; it meant the enthronement of monotony. In 1950, when I arrived for the first time in New York, a young American took me on tour of the city. After some hours he became aware that I was tired and possibly somewhat disappointed. "I admit none of this is as picturesque as Spain or Greece or Italy," he said abruptly. "But to us Americans, the picturesque is other people's squalor." No one else has helped me to understand America so well.

When Henry Ford put America on wheels, he rescued the farmer from his isolation and brought him within reach of railroads to carry his produce to New York or San Francisco and carry back machines and city goods. By bringing the market to the farmer's door, Ford created an unlimited national market. He opened up an immense hinterland rich in untapped resources. He brought the newspaper to every isolated farmer from the Atlantic to the Pacific. Thanks to him, it soon became possible for everyone to get to the moving pictures. He had breached a solitude.

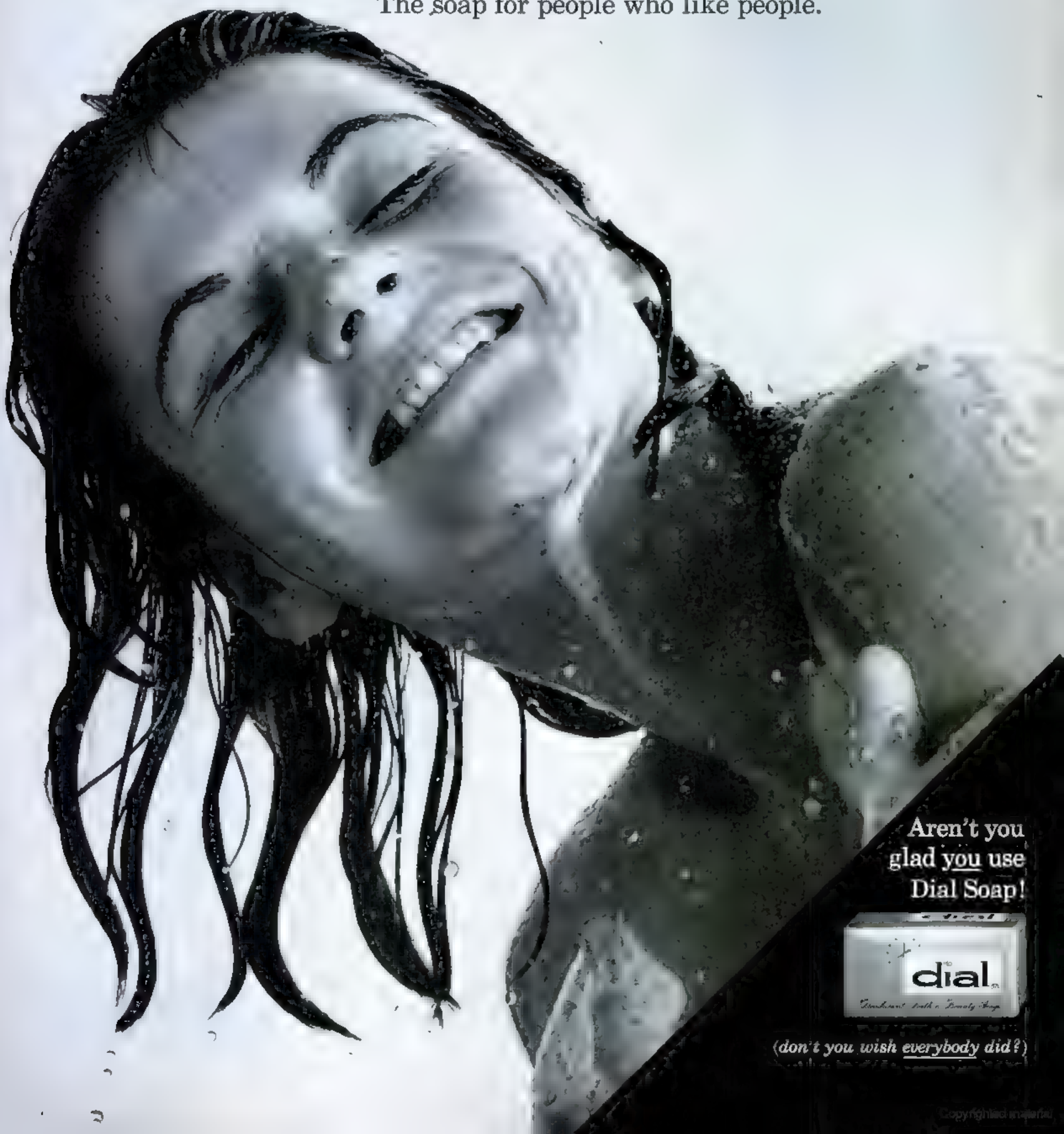
Ford's success in industry would have been enough in itself to ensure his place in America's hall of fame. But extraordinary as it was, his industrial success turned out to be only the modest prelude to a much more profound, much more widespread revolution in the structure of society. His true stature can only be seen in the light of the history of civilization. I refer to his decision on January 1, 1914, to adopt the 8-hour, \$5-day. This meant infinitely more than a mere raise in wages. The "timing," to use the vernacular of the theater, was a stroke of genius, for the \$5-day not only undermined the whole capitalist structure as it then existed, but also cut away the ground from under a potential Marxist revolution. Let me speak plainly: I consider that what Henry Ford accomplished that day in 1914 contributed far more to the emancipation of workers than the October Revolution of 1917.

Henry Ford was involved in several famous lawsuits. None threw so much light on his character as the one brought against him by the two Dodge brothers. In the trial Ford revealed his convictions and his prophetic turn of mind in words all the more striking for being entirely unemotional. What Ford said made it clear that his concept of industry was in flat contradiction to that of classic capitalism and a permanent threat to it. Beyond the interests at stake, and they were considerable, the main purpose was to

CONTINUED



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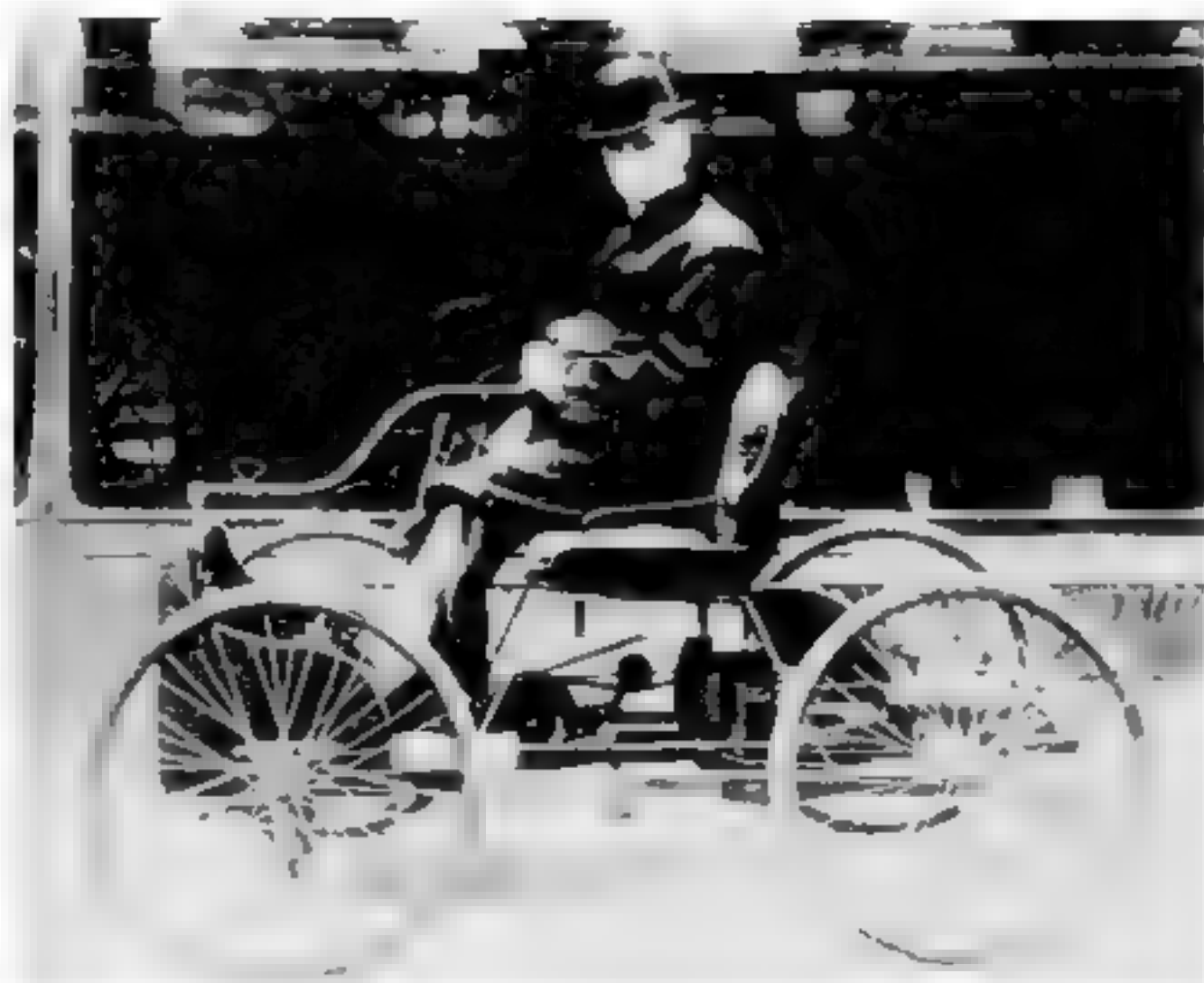
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THE GREAT INNOVATOR. Henry Ford had his picture taken in original 1896 car just after announcing unprecedented \$5-a-day minimum wage in 1914.

## SECOND U.S. REVOLUTION CONTINUED

determine who was orthodox and who was heretic, whose concept of business was right and whose was wrong.

In 1915 Ford was bent on expanding his own production and was planning the River Rouge plant, which was to be the biggest and most beautiful plant in the world. He needed money. The idea of cutting wages never entered his head. Instead he cut dividends 10 to 1, still leaving, however, the not unattractive sum of \$2 million a month to divide among the stockholders. The Dodge brothers, early investors in the Ford company who had meanwhile founded an automobile corporation of their own, were thrown into a panic. As stockholders, they brought suit against the dividend cut. At the trial the two leading parts were played by Henry Ford and Elliot G. Stevenson, the Dodge attorney. It was a memorable scene.

The question apparently at stake was the relationship between management and stockholders. Who was to have the final say?

### 'Lovely dividends'

**B**UT from the start of the trial it became obvious that something far more serious was at stake. What was the primary aim of business? Toward what was all business directed? The Dodge brothers and their lawyer, Stevenson, who stood for traditional capitalism, claimed that business was essentially and principally aimed at profit and therefore at higher and higher dividends. They willingly conceded that Ford's methods had yielded excellent profits and that so far their dividends had been rather nice—"lovely dividends," they called them.

But Henry Ford took an entirely different view of industry and business. He thought of business and industry first and foremost as a public service. Of his own company's policy he had said, "It enables a large number of people to buy and enjoy the use of a car and . . . it gives a large number of men employment at good wages. Those," he added, "are the two aims I have in life." For him, profits were merely what enabled him to keep the factories going, to carry out his plans of expansion and to maintain his company's independence.

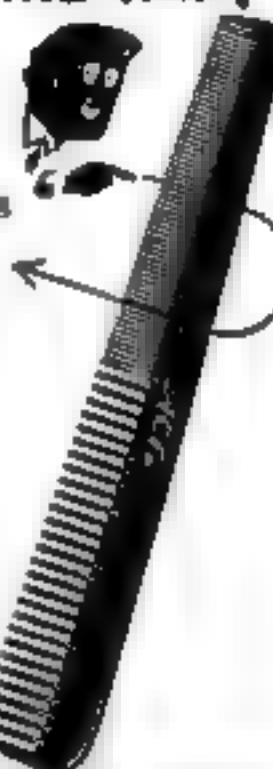
Profits were also the proof of success, the proof that he was right and that his methods were sound. "I would not be counted a success," he said, "if I could not accomplish that and at the same time make a fair amount of profit for myself and the men associated with me in the business." But promptly, and with an emphasis that was almost arrogant, he went on: "And let me say right here, that I do not believe we should make such an awful profit on our cars. A reasonable profit is right, but not too much. So it has been my policy to force the price of the car down as fast as production would permit, and give the benefits to users and laborers, with resulting surprisingly enormous benefits to ourselves."

For Ford to refer to high profits, and therefore to large dividends, as "awful," just after the Dodges had called them "lovely," was to blaspheme God in His temple. It could not be forgiven. This was what lay at the root of the lawsuit. During the trial there occurred the following dialogue, which revealed the two opposing



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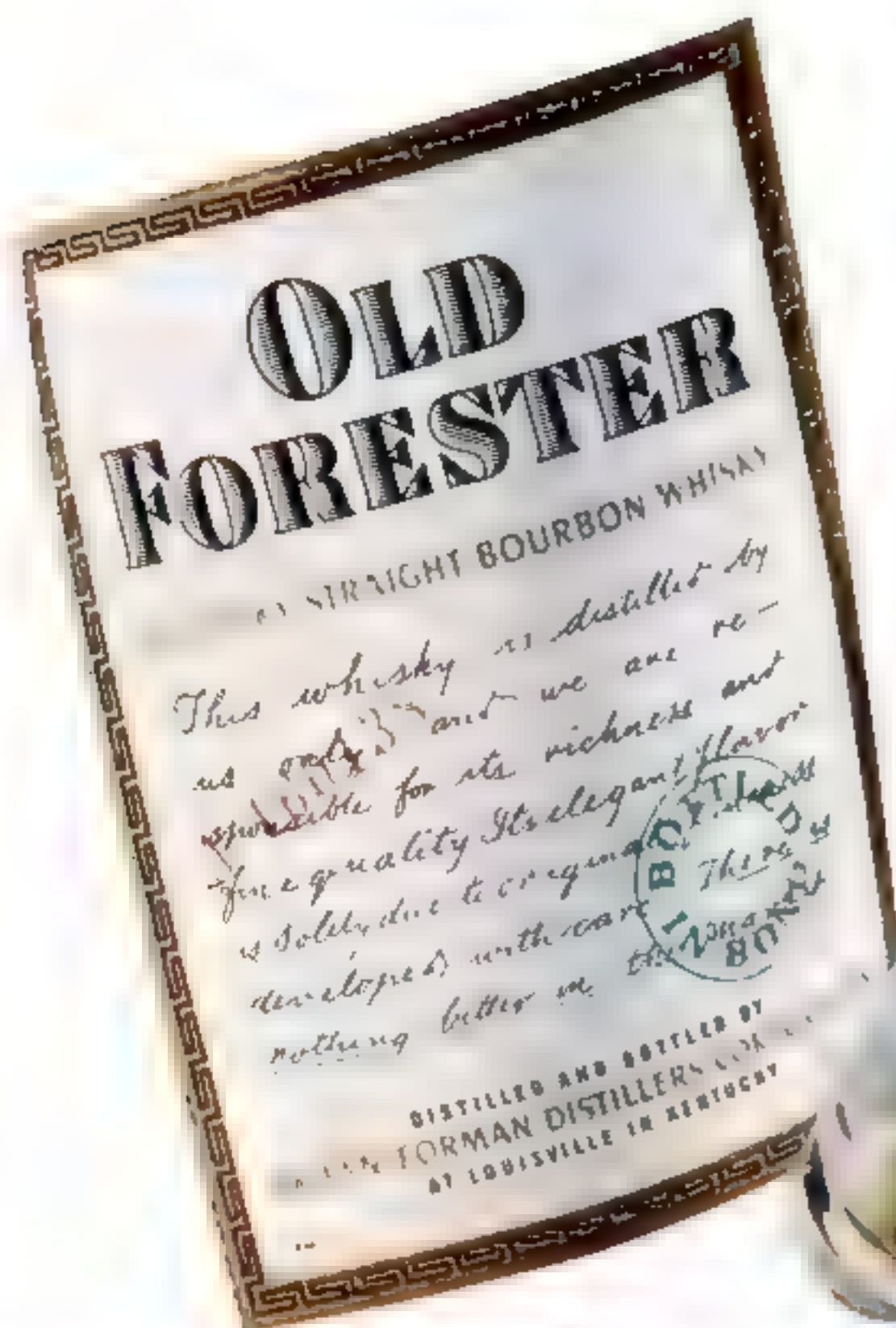
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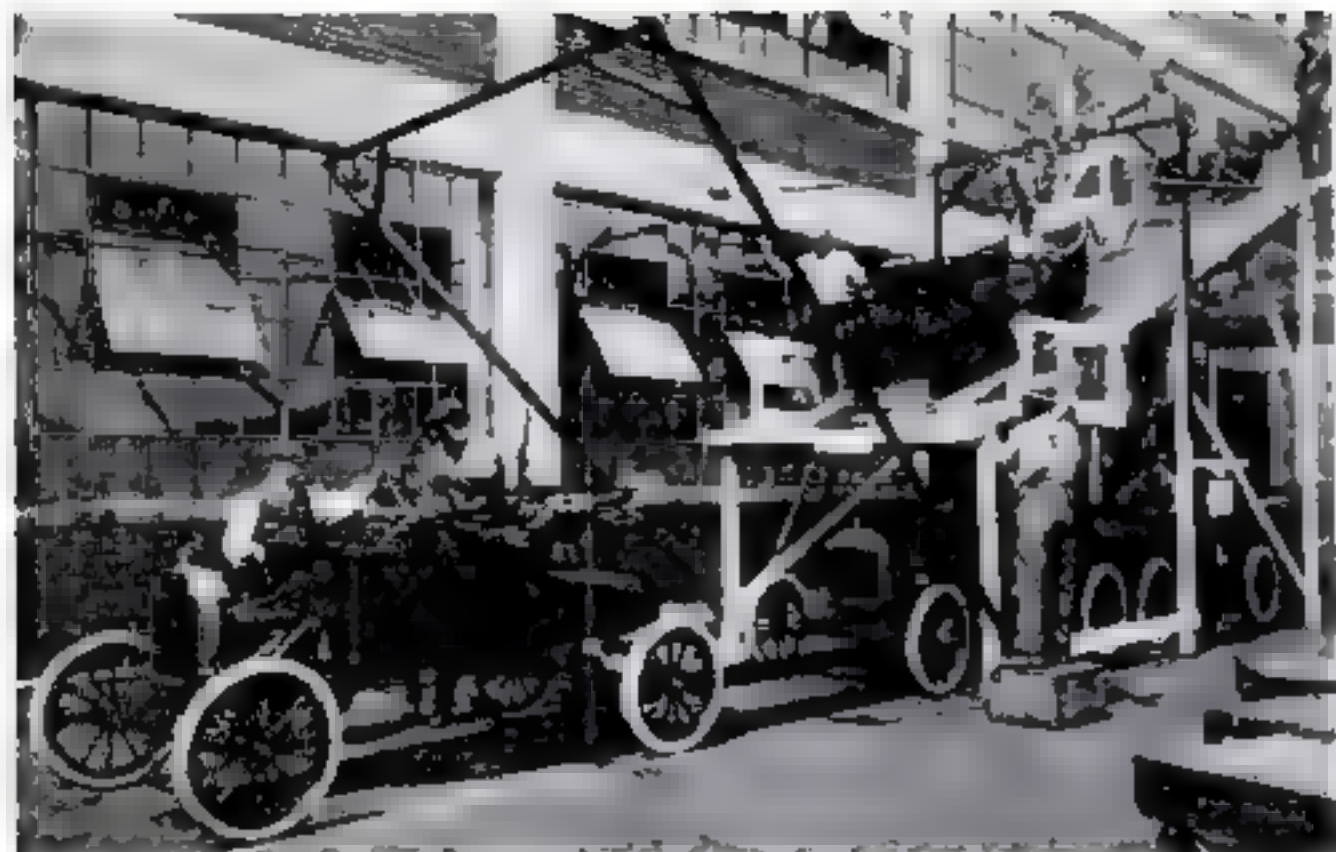
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**FIRST FORD ASSEMBLY LINE**, introduced in 1914, culminated at point outside factory where car bodies slid down a ramp to join chassis underneath.

## SECOND U.S. REVOLUTION CONTINUED

concepts in all the intransigence of their incompatible orthodoxies: STEVENSON: "Now, I will ask you again, do you still think that those profits were 'awful' profits?"

FORD: "Well, I guess I do, yes."

STEVENSON: "And for that reason you were not satisfied to continue making such 'awful' profits?"

FORD: "We don't seem to be able to keep the profits down."

STEVENSON: "... Are you trying to keep them down? What is the Ford Motor Company organized for except profits, will you tell me, Mr. Ford?"

FORD: "Organized to do as much good as we can, everywhere, for everybody concerned. ... To do as much as possible for everybody concerned. ... To make money and use it, give employment and send out the car where people can use it. ... And incidentally to make money."

STEVENSON: "Incidentally make money?"

FORD: "Yes, sir."

STEVENSON: "But your controlling feature ... is to employ a great army of men at high wages, to reduce the selling price of your car, so that a lot of people can buy it at a cheap price and give everybody a car that wants one?"

FORD: "If you give all that, the money will fall into your hands; you can't get out of it."

In all the world's universities all young people seeking some knowledge of political economy should be required to learn this remarkable dialogue by heart. It is as important in economics as the Declaration of Independence is in politics. Like the Declaration of Independence, it marks a kind of Copernican revolution. Business no longer revolves around money; money is the only one of the planets revolving around business; business itself exists to serve mankind, just as medicine exists to serve mankind. Indeed, this fantastic dialogue should be looked upon as the businessman's Hippocratic oath.

Ford lost his case in court. The judge decided that profits were "lovely" rather than "awful." But in the court of public opinion Ford won his case at once.

### A machine hurtling along

**T**ODAY America's enormous industrial production, the dispersion of industry over so immense a territory, the many different ways in which it is organized, even the differences in the laws that govern its operations in the various states—all this at first sight gives an impression of chaos. When one sees so vast an industrial machine hurtling along at breakneck speed, one cannot help wondering whether it is not perhaps headed straight for a precipice. I am not alone in having asked myself this question. Many European visitors have asked it. Americans themselves have asked it. That is why, when Americans are confronted with what they call a "recession," when they become aware of the slightest slowing down of the machine, of even the least touch upon the brakes, they are filled with a disquiet that amounts to fear, almost to panic.

Upon closer inspection, however, one discovers, behind the apparent chaos, an order in no sense mechanical but biological. The growth of American industry is a biological growth, like the growth of a tree or a child. That is why it gives such an impression of spontaneous and irrepressible vitality, of tremendous but

CONTINUED

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## SECOND U.S. REVOLUTION CONTINUED

dangerous vigor. Despite the seeming incoherence of the American economy, it is possible to detect certain structural forms that make it easier to measure how deeply tradition has been undermined by the American experiment.

No concept in modern times, with the possible exception of "sovereignty," has undergone as many modifications as the concept of property. When we remember that slaves were once the property of their masters and that even later the labor of a human being was considered a commodity on which one could speculate in the open market and which one could appropriate, we can hardly view with much surprise the iniquities linked to the reign of capitalism. But what we must also remember is that this was the historical context within which Marx worked out his theories.

Today the reach of property in America has been considerably restricted. The human being is no longer a piece of property. Furthermore, it is now conceded that the labor of a human being is not a commodity. The worker no longer sells his labor but enters into an association with management in order that what they produce together will provide a livelihood for both and, at the same time, better service for the customer. To know the power of American labor unions is to realize that these are not empty words.

Another proof that the concept of property has radically changed in America is the fact that property itself has been splintered and distributed among a vast number of individuals. The American Telephone and Telegraph Company, for example, has some 1.6 million stockholders. The largest stockholder owns less than a thirtieth of one percent of the total number of shares. The property-owning capitalist, pet aversion of 19th Century socialists—that bloated plutocrat enthroned on a strong box with his foot on the neck of the proletarian—has been dissolved into a multitude of property owners.

Generally speaking there is no one left in the great American corporation to personify capital. Do the stockholders personify capital? There are so many that their identity is lost and, besides, their control over production has become purely theoretical. Does the public personify capital? To be sure, upon occasion a newspaper campaign has led to the resignation of the president of a company. To be sure, too, the government can intervene in cases where national interests are seriously involved. But interventions of this kind are rare. The targets for Communist criticism of America seem to have disappeared. For what is so-called capitalism when it no longer has a capitalist to personify capital?

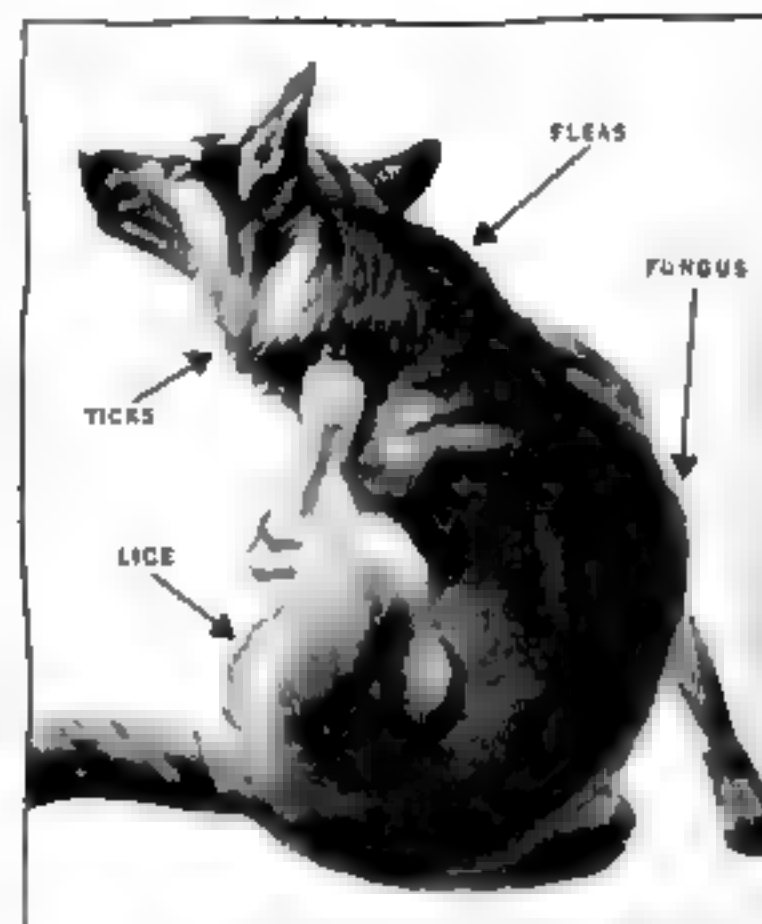
### A new social organism

**F**UNDAMENTALLY, what America discovered was not a new technique or a new manufacturing method but an entirely new social organism of production: modern industry. This was as much a milestone in human organization as the transition from nomadic life to an agrarian society. It meant a whole new way of life, a new system, not only of production, but of human organization within society itself. It was essentially a revolution that affected all man does, all man's labors, and its results were extraordinarily far-reaching. It profoundly influenced all human relations, not just economic relations but the whole status of the individual, the family and the nation. Indeed, since the coming of Christianity which brought about so radical a change in man's relation to God, there has perhaps been no more important revolution than this second industrial revolution which has brought about so radical a change in man's relation to nature.

Marx predicted that once the proletariat had become the ruling class through political revolution it would violently overthrow the old system of production. A hundred years have now passed, and it is quite clear that all over the world the old system of production is either already destroyed or in process of being liquidated. But the proletariat has had nothing whatever to do with it.

Marx was wrong, first of all, as to who would carry out the revolution, since it was not the proletariat but industry that carried it out. He was wrong, too, as to the manner in which the revolution would be carried out since it was not carried out by violence, not even carried out in the political realm, but rather in a wholly different realm and was therefore all the more irresistible. And finally, he was wrong about its results, since the industrial revolution has not resulted in a classless society but in a regrouping of classes utterly impossible to have foreseen 50 years ago.

If Marx foresaw, as he did, the destruction of the old system of production, it was because in his time a sense of the coming doom of the old system must have been in the very air he breathed. We know for certain that, on the eve of Christianity, the climate of the whole Mediterranean basin was pregnant with a longing for that



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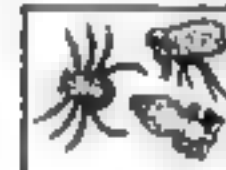
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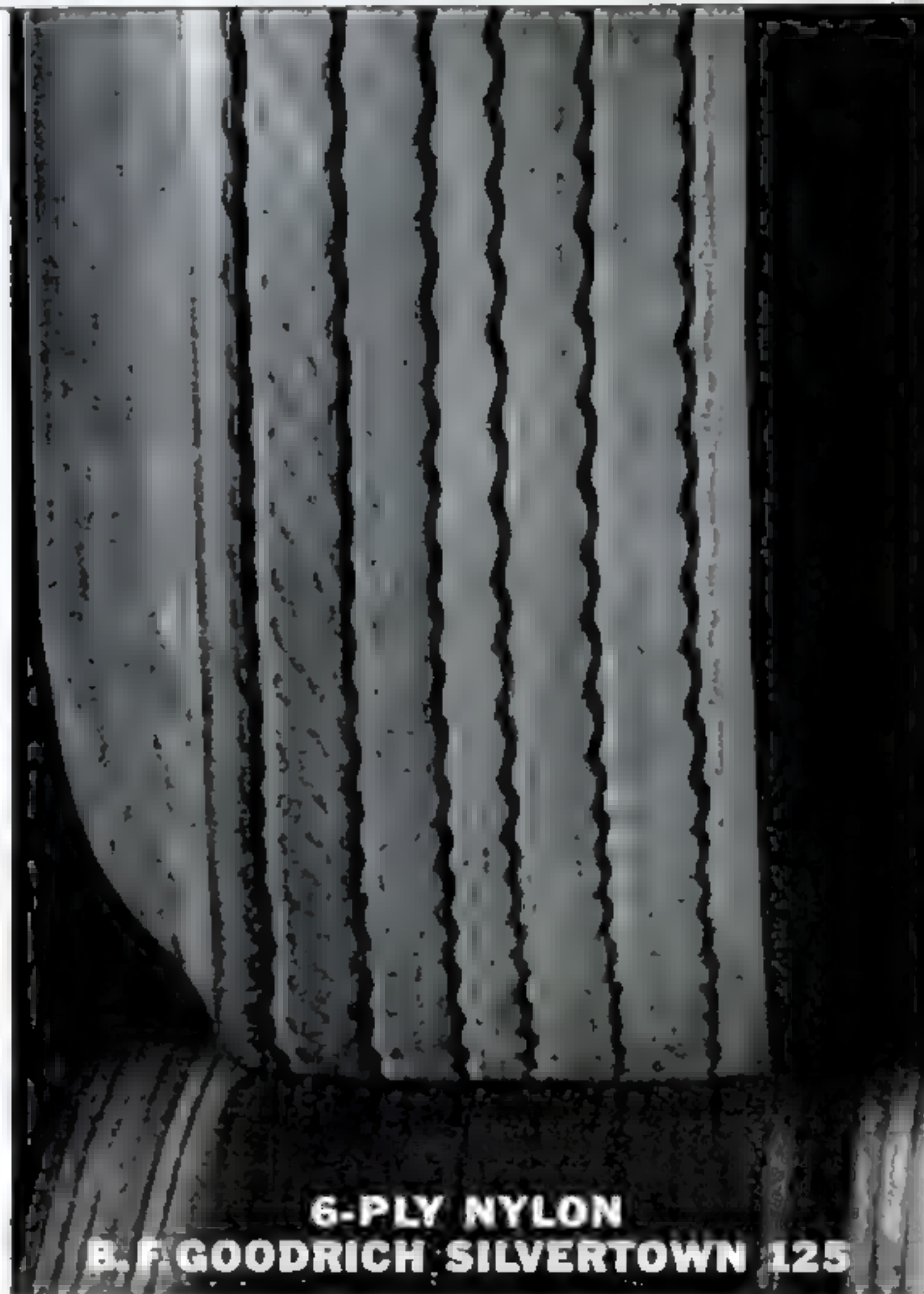
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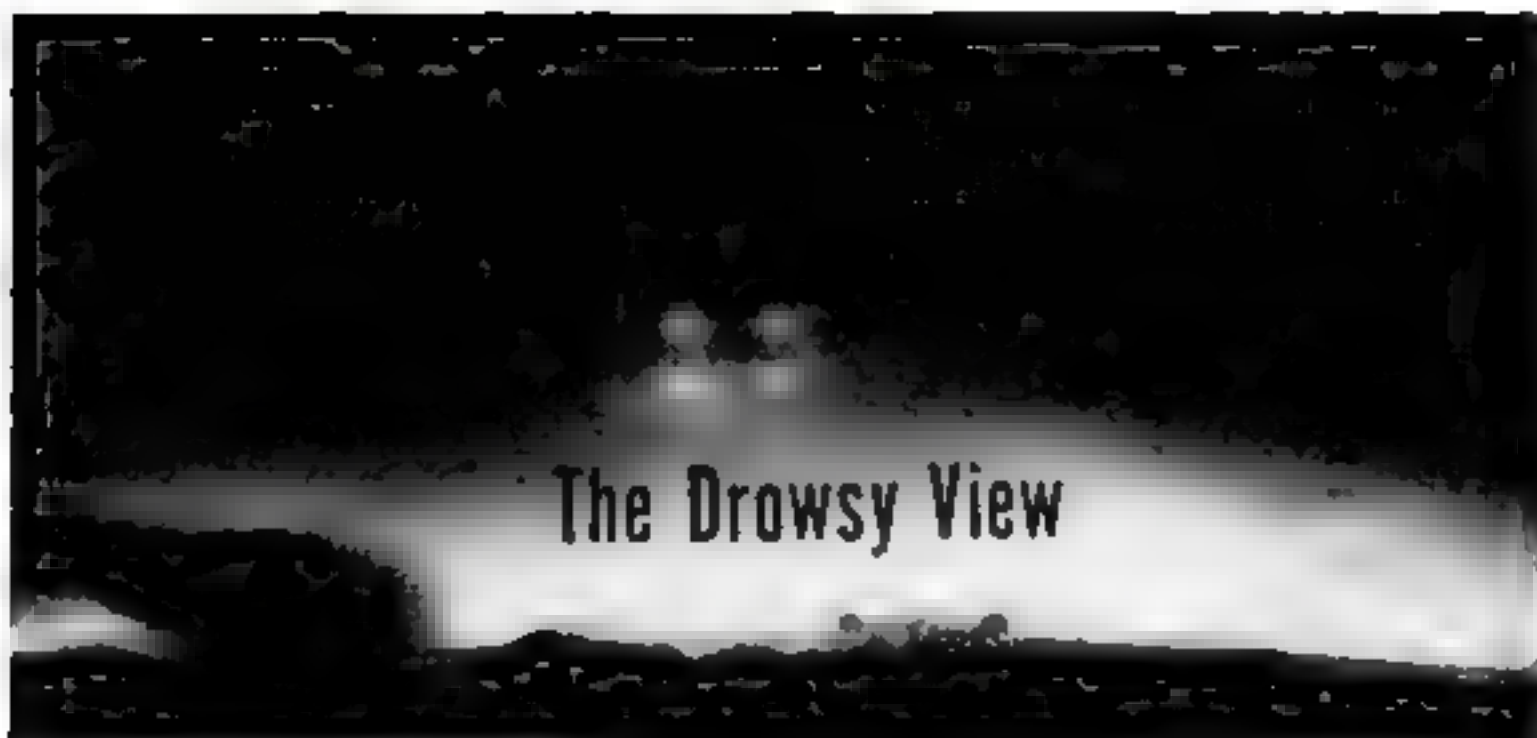
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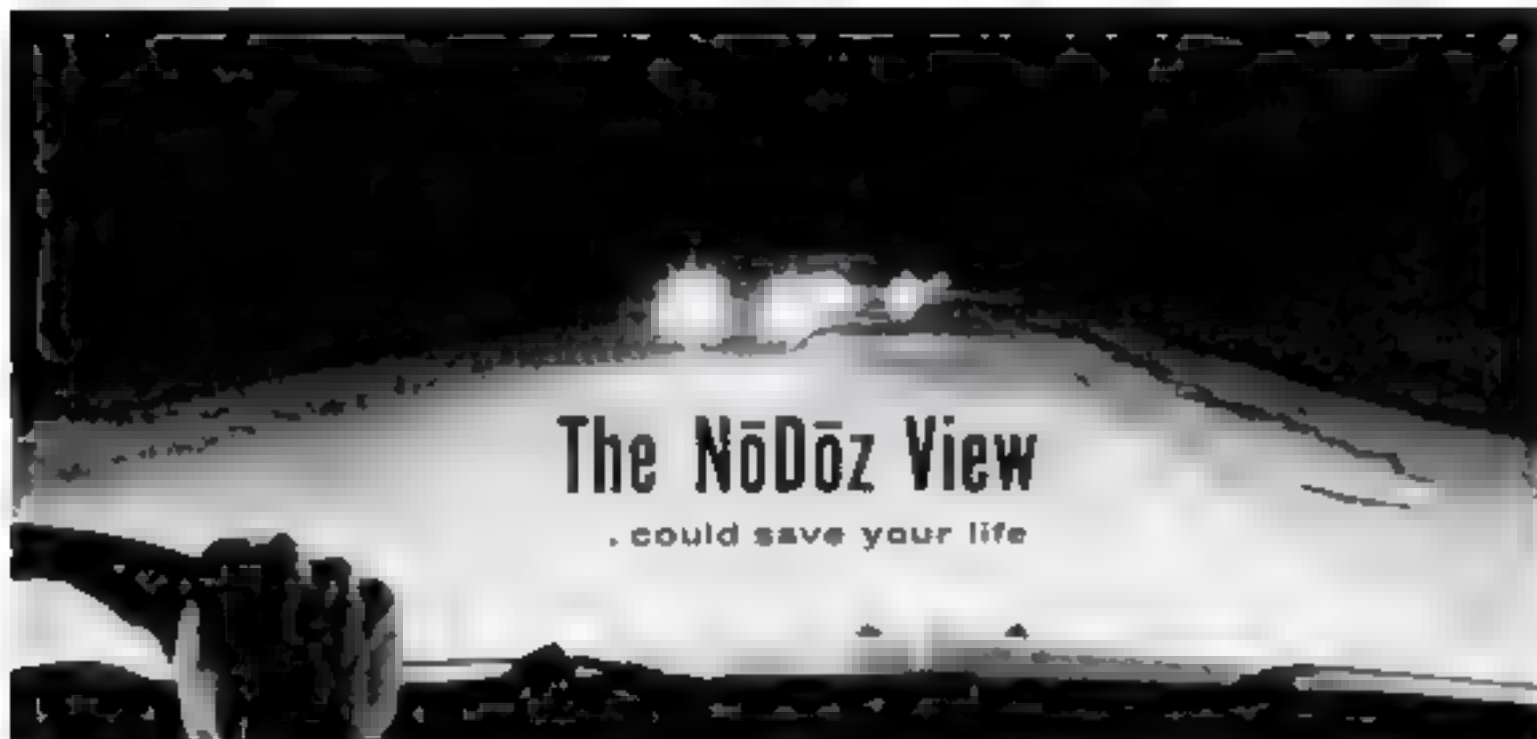
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## SECOND U.S. REVOLUTION CONTINUED

religious salvation which Christianity would so marvelously fulfill and was parched with a thirst for that spiritual redemption which it would so marvelously quench. In the Western world of the 19th Century the growing burden of suffering and servitude imposed upon the workers by the first industrial revolution, together with the prevalent belief that the earth's resources were limited and would fail before long to suffice its population, must have created an atmosphere of impending catastrophe. Neither capitalism nor socialism could see any way of altering the terms of this problem. They proposed contradictory solutions, but neither solution affected their basic assumptions which were exactly the same, since the situation appeared equally desperate to them both.

### Man can now multiply

**B**UT Ford's modern industrial revolution put the whole problem, and even the terms of the problem, in an entirely new way, and this is what has made it possible to jettison both the socialist and the capitalist solutions. Not only survival but unlimited growth and increasing prosperity are possible for mankind. Man can now multiply without fear of starvation. He does not have to lower his standard of living; on the contrary, he can raise it. Ford's discovery was nothing less than the discovery of the kind of human organization which makes this expansion possible.

Industrial organization of this kind is essentially an act of creation. It creates new resources out of already existing resources, and thus puts an end to the need of adjusting population to resources; it rids the world once and for all of the dilemma that underlay all 19th Century social theories—whether to ration resources or to ration men. Actually, we cannot yet fully realize the scope of Ford's revolution, and, moreover, it has only just begun. But we are beginning to see that it has made the horizons of every last writer who wrote about economic and social problems in the 19th Century seem abysmally hidebound.

Essentially America's second revolution is a poetic phenomenon, in the original meaning of the word "poetic"—the liberation from within matter itself of hitherto unknown resources. It is primarily the fact of its poetic nature that gives the industrial revolution the many dimensions that it has, including those spiritual dimensions which we are still a long way from having grasped. If, from now on, man can migrate from planet to planet, his dominion over nature becomes boundless. The man who will first set foot on Mars or Venus has probably already been born. What a fabulous exploit! And it is as a direct result of the American industrial revolution that this fabulous exploit will be achieved. We have no way of knowing whether the first man to set foot on Mars or Venus will be Christian or Marxist, democrat or totalitarian. But we know that only by dint of the most prodigious industrial effort will his voyage have been made possible.



MASS OWNERSHIP of U.S. industry has demolished public's traditional antagonism toward capital, says author. Here are some of the more than 1,500 stockholders at annual meeting of the International Business Machines Corp.





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...on any sunlit day you care to dare the deep!

Like millions, you use Tampax! Worn internally, it's the modern way!

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Tampax® internal sanitary protection is made only by Tampax Incorporated, Palmer, Mass.

SO MUCH A PART OF YOUR ACTIVE LIFE



**The newest  
(and eatingest)  
corn flakes  
in the U.S.A.  
just happen  
to be**



**All Post cereals happen to be just a little bit better!**





HELD SECURELY IN HAND OF HER KEEPER, MONKEY BAKER SNIFFS AND NIBBLES AT HER NEW GOLD MEDAL DURING CEREMONY AT PENSACOLA NAVAL BASE.

# Monkey Baker's Medal Party

The recipient of the medal sat calmly as the ceremony proceeded. A gold-braided admiral made a speech. Then a man who had flown all the way to Pensacola, Fla. from New York for the occasion presented her with a heroine's medal. Baker, the squirrel monkey who is the only still-living survivor of a ballistic flight into space (LIFE, June 15), accepted the award, sniffed at it, tried to take a bite and, finding it was not edible, just let it dangle from her neck.

The medal, normally given to animals who save humans or vice versa, was awarded to Baker by the American Society for the Prevention of Cruelty to Animals which believes the monkey's pioneer flight will save many lives, both human and animal, for years to come. It was a big day not only for Baker but also for science. Ordinarily humane societies oppose the experimental use of animals. This was the first time one had given its blessing to their use.





**NIBBLING FINGER**, Baker chews on Dr. Dietrich Bensch (center) scientist who trained her.



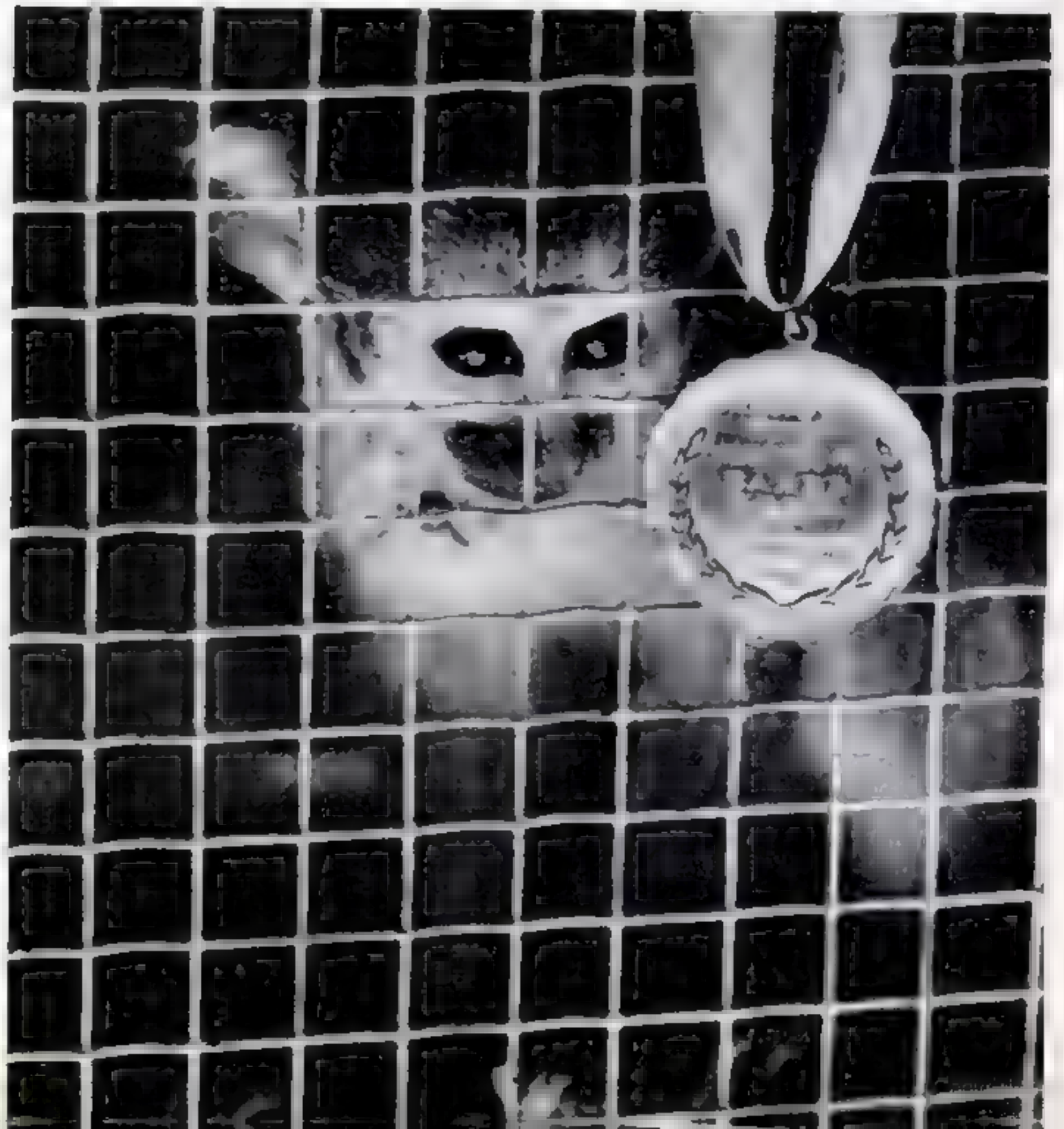
**MONKEY CAPSULE** like the one Baker rode is shown by a Navy scientist, Dr. Donald Stillken.

**BACK IN HER CAGE**, Baker seems fascinated by her new gold plated toy dangling outside the wire.



**APPROACHING DAI**, ASPCA President William Rockett follows Vice Admiral Robert

Goldwater to table (foreground) on new large portrait of Baker gift from the Navy to ASPCA.





# DRIVE-IN CLAIM SERVICE

*New, convenient service  
pioneered by Allstate—to help  
settle claims faster*

**Typical example: 30 minutes  
for a \$192.93 claim**

If you have an accident and your car won't go, help from Allstate is always as near as the nearest phone. But if your car can make it to the nearest Allstate Drive-In Claim Center (175 today—more coming) you can take advantage of this convenient new service.

*Here's how it works:* All you do is drive to one of these handy locations. An experienced adjuster figures the repair cost and often settles your claim right "on the spot".

*Eliminating red tape* all along the line means not only faster service, but lower premiums. Allstate was founded by Sears, and operates on the same big-volume, low-overhead, quality-for-less principle that made Sears famous for value. We pass savings on to you.

*20% savings are common.* How much you save depends on where you live and how your car is used. Savings of 20% are common. And some folks save even more, compared to the rates of most other companies. (Standard rates in Texas where eligible policyholders have always saved through dividends.)



*Allstate cuts red tape to pay claims faster.*



**DENNIS DOZIER**, Chicago, Illinois. Involved in 2-car collision, driving his '59 Edsel. Arrived Allstate Drive-In Claim Center at 8:30 A.M.—30 minutes later, claims man Robert Coleman settled \$192.93 claim to Mr. Dozier's complete satisfaction.

*Many other benefits.* Easy-to-understand policies, low-pressure selling methods—even a low-cost auto finance bank plan—are Allstate features you'll appreciate. And whether or not you're near a Drive-In Claim Center, you're "in good hands" throughout the U. S. and



*You don't need glasses to read an Allstate policy.*

Canada. Because Allstate has more than 4,000 full-time claims people strategically located to help out in a hurry.

With auto insurance rates rising, wouldn't you be wise to compare values, and join the nearly 5 million policyholders now insured with Allstate?

Stop at the Allstate Booth in Sears, the Allstate Insurance Center in your neighborhood, or phone for an Agent to visit your home. "May we help you?"



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\*Allstate Life Insurance Company is wholly owned by Allstate Insurance Company



## A FILLIP TO FLIPPING A SWITCH

The world of Susie Grady, as of most 4-year-olds, is full of things that are out of reach. There are bookshelves that can't be turned on, windows that can't be opened, through shelves that are too high. But in her Crescent, Ohio home, Susie has figured out the only way of turning on lights in to a dark. Susie grabs the door knob, swings and then kicks up at the light switch with whatever foot happens to be stuck. And if she doesn't get it right on the first try, she just tries again and again. By kicking over and over, Susie can also stop the lights.





(continued from front flap)

do appear extraordinarily promising. But there is no automatic guarantee of success inherent in these optimistic projections. While there is in sight a virtual revolution in technology, production and marketing, progress between now and 1970 will depend on evolutionary steps, each filled with risk, each jammed with difficult decisions and calling for resolute and consistent action.

In the Sixties, as always, the greatest rewards will go to those who gauge the risks and opportunities early and wisely and who move vigorously to meet them.

Bring on Those Sixties Department.

Earlier in this series, we mentioned that our aim with these inserts was to share with you further some of the astonishing projections for the Market of the Sixties which prompted the recent announcement of LIFE's plans to expand our circulation, production and distribution facilities in the years immediately ahead.

In terms of our own marketing plans several dimensions of the Market of the Sixties have particular significance --

- Rapidly Rising Education Levels (LIFE's average issue coverage is 73% greater with households headed by a high school graduate than with those headed by a non-graduate);
- The Marked Swing to Higher Incomes (A single issue of LIFE reaches nearly half of those households with incomes over \$7,000 -- two and one-half times greater coverage than in the under-\$3,000 group);
- The Urge for Better and More Convenient Products and Services (An average issue of LIFE is read by households accounting for 37% of all spending for food, beverages and tobacco; these same households account for 43% of expenditures for frozen vegetables, fruits and juices);
- The Continued Rise of the City and Its Suburbs (LIFE's average issue household coverage is 75% greater in the suburbs of major metropolitan areas than in non-metropolitan areas).

We believe that LIFE is in a unique position to reflect the increased demand of the expanded and more discriminating Market of the Sixties. The class of well-educated and well-heeled is expanding at a rapid pace. New interests and tastes are bound to lead them in their quest for information -- the kind of information that LIFE can supply so well.

As stated by Henry R. Luce, LIFE's Editor-in-Chief:

"LIFE will be the magazine in which the American people will participate -- understandably and enjoyably -- in the forward surge. The LIFE of the 1960's is to be the magazine for all alert Americans."

Looking ahead to the Sixties, therefore, it was these strengths which

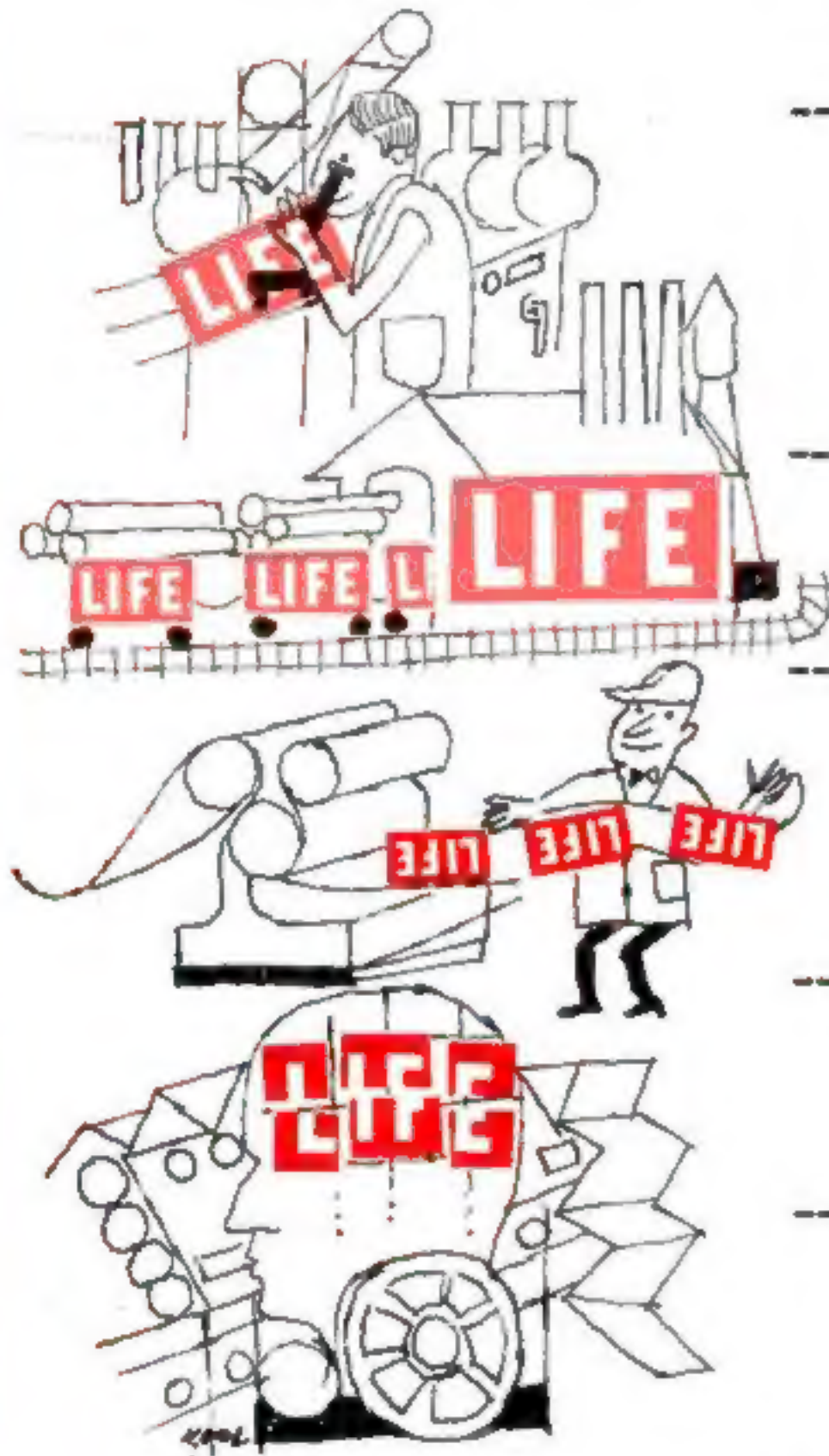




led us to announce:

# An expansion in LIFE's circulation: an increase during the next six months of a half-million copies per issue; to be followed by a further growth projected to reach 7,000,000 copies a week by the early Sixties;

# A \$60,000,000 expansion and quality improvement program designed to benefit both LIFE's readers and advertisers. This program includes:



- A joint research program by our suppliers and by our own Springdale, Connecticut research laboratory to increase further the quality of LIFE's paper as well as to increase the productivity of our printing processes.
- A new paper mill, largely devoted to LIFE paper, in St. Francisville, La.
- A new Eastern printing plant for LIFE, enabling us to raise our Eastern-printed copies from 1,000,000 to 2,000,000 per week, with resulting speed of distribution.
- Several new high speed presses which are being added to the LIFE production line.
- A new subscription records system, utilizing electronic memory, computer and tape-recording mechanisms.

Another important (and most welcome) starter will be the new \$70 million Time & Life Building. At the cornerstone-laying the other day, Mr. Luce referred to the new building as speaking "most boldly and most confidently of the immense amount of work to be done in the years to come."

The dimensions of the 1960's do suggest an extraordinary job for all of us. And LIFE is eager to get at it.



*Clay Buckhout*

MARKET  
OF THE







## Mark Twain holds forth at Klapproth's Tavern

Wit flashed when Mark Twain spoke and his favorite Kentucky bourbon, Old Crow, flowed during the convivial evenings at the famed Elmira, N. Y. tavern. According to an intimate biography, the beloved humorist once ordered 25 barrels of Old Crow to assure his supply at Klapproth's.



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America's Preferred Bourbon

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Today, Kentucky's Old Crow is the most preferred bourbon in all America... because from the day it was born it has been the perfect bourbon.

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